

RADIO

SCREEN

STAGE

# VARIETY

PRICE  
15¢

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 cents.  
Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.

COPYRIGHT, 1934, BY VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 114 No. 12

NEW YORK, TUESDAY, JUNE 5, 1934

64 PAGES

## BEST CRITICS FOR SEASON

### Film Critics' Box Score

#### Season of '33-'34

(June 1-May 22)

**Key to Abbreviations:** PC (pictures caught), R (right), W (wrong), O (no opinion), Pct. (percentage).

#### NEW YORK

(This score based on 341 pictures)

	PC	R	W	O	Pct.
KATE CAMERON (News) .....	202	160	48	.792	
BLAND JOHANESON (Mirror) .....	206	210	58	.687	
RICHARD WATTS (Her. Trib.) .....	175	119	54	.680	
REGINA CREWE (American) .....	311	210	91	.676	
THORNTON DELEHANTY (Post) .....	239	150	68	.659	
WM. BOETHNELL (World-Trib.) .....	294	170	109	.609	
MORDAUNT HALL (Times) .....	210	127	45	.565	
ROSE PELSWICK (Journal) .....	290	161	68	.555	
EILEEN CREEMLAN (Sun) .....	30	15	15	.500	
<b>VARIETY (combined)</b> .....	341	71	..	.701	

**NOTE:** John S. Cohen, Jr., left the Sun early in the season due to illness. Eileen Creelman subbed for him officially for some months, but not officially before April 4. Miss Creelman's score from that point on.

#### CHICAGO

DORIS ARDEN* (Times) .....	216	.680	
MAE TINEE! (Tribune) .....	200	.665	
CLARK RODENBACH (News) .....	196	.638	
CAROL FRINK (Her.-Examiner) .....	187	.636	

\*Eileen Keane.

Frances Kurner.

**NOTE:** Hard Flynn did not finish the season, leaving the Chicago American, March 15. Jean Krueger, who replaced, does not criticize films, merely reporting them, therefore he is not included in the score.

### JAZZLESS RUSSE FINALLY GOES HOT-CHA

#### BARTENDER'S BILLING

Professor Cuervo Shakes 'Em For One Show Daily

New Orleans, June 4.  
Hotel Roosevelt's swank nitery, Blue Room, has imported Professor Jose Cuervo, former head bartender of the National hotel, Havana, to toss 'em across its gleaming circular bar with all his Cuban fervor and finesse.

The Professor is being billed like a circus in all the local papers. He does one show daily at the cocktail hour, from 5 to 7 p.m., dispensing his own verveful Presidents, Daquiris, Mojitos, Casinos, Bowmans and Remeros.

#### DANCEHALLS AND CAFES GET MOST OF THE GOBS

Gross expectations on arrival of the fleet caved in with the salutes staying clear of most theatres, but running the take up high for dance halls, cafes, and all other places where wine, woman or song are the attractions.

Showmen ascribe sailor reluctance in going to theatres partly to the fact that they have films aboard ship.

Thursday (31) when the fleet arrived, theatres immediately felt something lacking in box office turnover, checked to the fact that thousands were lining New York harbor and Hudson shores waiting for the armada to come in.

**MOSCOW, June 4.**  
Regarded as 'degraded music' for the last decade, jazz has not only ceased to be 'taboo' in the Soviet Union, but may even be adapted to the needs of socialist construction. This is proved by the fact that the Leningrad Educational and Musical Research Society organized a series of experimental jazz concerts illustrating the development of this music from restraint orchestras to revolutionary jazz opera.

Having first been introduced as an attraction in the Moscow International tourists restaurants for foreigners, jazz music became so popular that even ordinary workingmen cafes now regard their establishments incomplete without a jazz orchestra for 'the lively energetic rhythm of jazz attracts and inspires the audience,' a labor leader explained.

The Musical Research Society is now conducting a campaign to get Soviet composers and artists interested in the creation of revolutionary jazz by organizing jazz concerts, followed by short lectures, in order to introduce jazz into the realm of singing.

### BROWN IN LEGIT; CAMERON, FILMS

**Post Critic Stops Gabriel's Streak**—Doris Arden (Ellen Keane) Chicago Leader on Films—Star System Picture Critics Win East and West, but Last in Legit

#### 120 SHOWS; 341 FILMS

For the theatrical season of '33-'34 as covered by the Vanmer box scoring, winners are John Mason Brown of the New York Evening Post (legit) and Kate Cameron of the New York News (picture). Brown was right in his opinion 93 times out of 93 tries, while Miss Cameron was correct 169 times in 202.

In legit the scores are based on 120 new shows that opened between Aug. 1, 1933, and June 1. Picture scores are on a basis of June to June. This is VARIETY's 11th annual box score on the Broadway drama critics and the seventh on the New York and Chicago film reviewers.

Leading the Chicago picture review is Ellen Keene of the Times, whose pen name is Doris Arden. Miss Keene's percentage, for 147 rights in 216 chances, is .680, as against Miss Cameron's leading New York and Chicago second place winners, respectively, are Bland Johaneson of the Mirror, with .690, and Mae Tinee (Frances Kurner) of the Tribune, who hit .665.

The New York and Chicago film winners both use the much-disputed star system in rating pictures. In legit the same style of reviewing didn't work so well. Burns Mantle of the News, only one using stars in his field, finished last in the drama score.

Second to Brown in legit is last year's winner, Gilbert Gabriel of the American. His .864 was 44 percentage points behind Brown's .908. VARIETY's combined staff reviewers' percentages for the '33-'34 season are .791 in pictures and .942 in legit.

Legit season, as gauged through the box score, left the customary holes in both the pro and con opinions as to box office influence of reviews. Some shows that were panned became hits, others that drew rave notices finished as flops.

**Film Critics Story on Page 2.**  
**Drama Critics Story on Page 51**

#### Chi Fair, 1934

Resume of the World's Fair in Chicago this year, its second, appears on page 63, this issue.

### Dramatic Critics' Box Score

#### Season of '33-'34 (Aug. 23, 1933-May 17, 1934)

**Key to abbreviations:** SR (shows reviewed); R (right); W (wrong); O (no opinion expressed); Pct. (percentage).

	SR	R	W	Pct.
BROWN (Post) .....	98	89	9	.908
GABRIEL (American) .....	103	89	14	.864
ANDERSON (Journal) .....	102	87	15	.853
ATKINSON (Times) .....	103	84	13	.818
LOCKRIDGE (Sun) .....	106	62	27	.574
HAMMOND (Herald Tribune) .....	101	77	19	.763
SOBEL (Mirror) .....	82	62	14	.756
GARLAND (World-Telegram) .....	85	62	15	.729
MANTLE (News) .....	107	70	37	.654
<b>VARIETY (Combined)</b> .....	180	..	..	.912

(This score based on 120 new shows)

#### Mrs. F.D.R.'s 13 Weeks On Commercial Program

Mrs. Franklin D. Roosevelt will do a series of 13 broadcasts for the Simmons Co. bed and mattress manufacturers with NBC network. She will donate her pay checks to charity.

Fletcher and Ellis has been designated as the agency to handle the Simmons' Co.'s air campaign this summer.

### GIRL SCARCITY UPS CHORINE PAY IN CHI

Chicago, June 4.  
Theatres and cafes and flesh acts throughout the midwest are complaining about a sudden and serious dearth of chorus girls. Caused by the huge demand for chorines by the dozens of girl-shows at the World's Fair.

Result proves the ancient law of supply and demand once more, with the price of gamblers jumping in two weeks from a \$10-\$15 low to bids of \$35-\$40 weekly for in-town jobs. Cafes and joints, which formerly got by with their girls by feeding them occasionally, are now finding themselves minus, the waiters being so heavy towards the more lucrative girls.

Even though the wage for line girls has already jumped to \$40, it looks like the rate will go still higher unless there's a heavy import of girls from other cities. At present rate of demand, there aren't enough around to supply some 200-nite clubs and taverns, 10 theatres, and about 75 World's Fair concession spots.

**Everything on Cuff For Scribes in A.C.**

Atlantic City is making a bid to put itself on the map all over again via its Press Club, which has invited the nearby metropolitan newspapermen as its guests with the city turned over to the columnists and the like as a 100% on-the-cuff. Broadway newspapermen as well as scribes from Philly and other nearby cities will congregate at the resort for a weekend with suites, meals 'n' everything annie-oakleyed.

Idea is patterned after the Florida ballyhoo stunts on behalf of a civic community.

### RADIO REPORTER IS GIVEN BODYGUARD

San Francisco, June 4.

Ed Fitzgerald, KFRC news commentator, who acts as his own reporter, had an official police bodyguard since receiving threats as a result of stories on the current longshoremen's strike.

After telephoned threats that he would be beaten, Fitzgerald applied for and got a weapon permit, and Police Chief Quinn then delegated a husky copper to escort Fitzgerald to and from his home and the studio, including free rides in a police car.

### Too Much Publicity

London, June 4.  
With the King's announcement of his knighthoods and peerage honors to Britishers on the occasion of his 60th birthday, it brings up anew the much discussed matter of a knighthood for George Albee.

Belief is that toning down on all publicity reference to this possible honor for the actor may bring it about, and that the too frequent publicity references in the past have had a negative effect.

### Eddy's Opera

Hollywood, June 4.  
Nelson Eddy, vaude and screen actor, has an offer for a season with the Philadelphia opera company.

He's trying to get a leave of absence from Metro to open in the fall.

# RAPS GOV.-GEN'L, EXITS

## Expect W. C. Fields Comedy, Hear Frank Black Music, Execs Burn

When the advertising execs of Campbell-Soup come to listen to a comedy program it's comedy they expect and not a series of original European operettas. NBC found this out last week after it put on the substituted drama and came in for a rebuke from the canners for misleading them and imposing on their time.

In the original sales approach, some eight weeks ago, NBC described to the Campbell men a comedy idea it had which would make a perfect fit for W. C. Fields. Commercial, which has been off the web for almost two years, replied that the script looked okay and advised the NBC contact to go ahead and negotiate with the name suggested. Weeks went by and the purveyors with Fields eventually developed the info that Fields was not available for radio.

Meantime, Frank Black, the network's chief maestro, had been whipping into auditions shape a set of operettas that NBC imported from Europe over a year ago. It occurred to the commercial division of the web's program department that since the frame with Fields was out there might be a chance of selling the operettas as a substitute to Campbell-Soup.

Still under the impression that it was Fields and a crossfire patter session that NBC was working on the canning company's rens showed up on invitation at the studios last week. They listened to the Black presentation politely, but after it was all over the Campbell spokesmen let loose with a withering blast.

## Station's Own Show Outdoors in Cincy— And Not for Love

Cincinnati, June 4.

All staff talent of WLW will participate in the Crosley revue to be staged at the Zoo open-air theatre June 17-23. Programs to be offered nightly and Sunday afternoon, with no two alike. Place seats 1,248. Adm. will be 45¢ to \$1 Saturday and Sunday and 35-75¢ other times.

During course of the show, several regular commercial and sustaining programs will be presented and remoted for airing by the station, among them the Crosley Pollies, William C. Stoss and his Flying Dutchman band, Henry Thies and his PureOil Peepsters, Refiners' Cotton Queen Minstrels, featuring Hink and Dink, and Ken-Rad Unsolved Mysteries.

Station gets a percentage of the take; venture in the main being a good-will bid by Powell Crosley, Jr., prez, who recently donated six bears to the zoo, which is sans opera this summer for first time in a decade.

## 2 Mos. for Weston

Pittsburgh, June 4.

Fred Weston is out as manager of WCAE after being on the job only two months. Former advertising manager of the Pittsburgh Sun-Telegraph, Hearst daily, Weston was transferred to the station controlled by publishing interests when Jesse L. Kaufman, manager for several years, was promoted to an executive post with Hearst Radio Service in New York.

Kaufman is due in town early this week at which time he'll probably name Weston's successor.

## Studebaker Guests

Chicago, June 4.

Studebaker show on CBS will have Morton Downey as guest on June 26.

Others going on the show for appearances are Jane Froman and Irvin Cobb.

## Carl Buss Leaves Radio For Hollywood Writing

Chicago, June 4.

Carl former script writer with NBC here, has been signed to a deal by Paramount pictures. He heads to the west coast to turn out some westerns, the first to be an adaptation of Zane Grey's "Fighting Caravan."

Buss got his break on this story by virtue of his Frontier Romances, which ran on the NBC National Farm and Home hour and which somebody out in Hollywood heard and liked.

## 180,000,000 RADIO SETS IN WORLD

Geneva, May 26.

Number radio sets sold throughout the world in 1933 is estimated by the Internationale de Radiodiffusion of Geneva to have been 20,000,000. Report made by the central bureau of radio information adds that these sales brought the total sets in world use to 180,000,000.

In the United States, details the report, there are over 1,000,000 autos reported equipped with reception mechanisms. Number of sets distributed through North America, figures the Internationale, about equal the total prevailing in Europe, 20,500,000. Latter calculation does not include Russia.

Asia ranks next to North America and Europe in continents, with Japan topping the list of set owners. Japanese in 1933 bought 7,200 sets, while the year before the turnover each week came to 6,180. Figures, on Latin America, says the report, are not quite accurate. Argentina, Chile and Brazil among them account for about 80,000 set owners with Chile responsible for 40% of this total.

Australia and Africa are on the upgrade. As far as Great Britain is concerned, these countries have one set owner in every seven families, which according to the Internationale's experts, approaches the market saturation point.

## SHORTEN EXIT FOR SPLIT-WEB USERS

Notice of cancellation from users of split network has been reduced by NBC to two weeks. Previously if a commercial of this category wanted to quit it was free to do so as long as it notified the web within 30 days of expiration of contract.

For clients supporting a basic link or more the 30-day arrangement stands.

## WLW's Prod. Mgr.

Cincinnati, June 4.

Harry Holcomb has been promoted to production manager of Crosley's WLW and WSAI. Post vacant for several months, last filled by Richard Nichols. Holcomb has been with the "nation's station" for five years, serving in production department, as an announcer and actor in Crosley's Theatre of the Air.

Jimmie Krutters is Crosley's new traffic manager, replacing Chester Thomas. Krutters has worked on continuity and sold time for WLW and WSAI.

## ACTOR RESENTS PICKFORD 'SNUB'

Art Joseph on Air Calls Earl of Beaborough Untactful — Nobleman Disapproved of Civic Reception to Film Star

## CANADIAN UPROAR

Toronto, June 4.

Because he called the Governor-General of Canada, the Land of the Maple, Art Joseph and his "Hollywood Tatler" 30-minute program has been suspended from the air by CKCL, following a flood of telephone calls complaining of anti-British sentiment and sedition against the King.

So far little of federal action was the control engineer that he immediately got in touch with the CKCL announcer to see if the broadcast could be cut off as a mark of station disapproval. Before station authorities could do anything about the matter, Joseph had concluded his program.

No action was taken by the Earl of Beaborough, the King's representative here. Protests were so immediate that H. S. Gooderham, president of the station, and Maurice Rapkin, program director, acted as soon as the squawks came pouring in. Both admitted that Joseph's script had not been looked over by studio officials.

In his role as "Uncle Al" Joseph referred to the derogatory remarks expressed in public here by the Governor-General regarding the civic reception to Mary Pickford. The script read: "If the Governor-General becomes very unpopular and is withdrawn, we won't have to guess very hard at the reason. With all due respect to those in authority, Miss Pickford is very dear to the people of her native city. She is of good red blue—not blue—and therefore, we can't take it affront to her particularly when it comes from an alien to the Land of the Maple. It was either one of two things, egotism or lack of tact. Tact is a quality that a gentleman in his position should have plenty of."

Program Director Rapkin states that the artist made "an unhappy mistake which we regret." He points out that the studio management runs upon any editorial comment unless this comes from news commentators.

By this time I got in touch with Joseph we were besieged with telephone calls, many from prominent people, and an unfortunate incident had grown to alarming proportions," said Rapkin.

## Newspapers Boosting Out-of-Home Amusements as Radio Opposition

Chicago, June 4. Deciding that a flank attack is better than a direct assault, the Chicago papers are subtly trying to battle radio by enticing the people away from their homes and loudspeakers. Particularly hot on this scheme of aiding the out-of-the-home amusements are the Chicago Hearst-papers, with the Evening American carrying large front page box stories telling the people to quit sitting in at night and to start getting gay outside.

This is the manner of the the page one box in the Evening American on Saturday (2):

IT'S MUTINY

It's mutiny of a particularly delightful kind when you decide you've

## House-Senate Writing Compromise Communications Bill This Week; Will Determine Gov't's Air Policy

Washington, June 4.

## Roche-W-C Agency Gets Portland Cement Acc't

Chicago, June 4.

Williams and Cunningham, agency has corralled the Portland Cement Association account.

Mostly a newspaper-magazine advertiser, though there's a possibility of some etherizing for the account.

Agency also handled the NBC broadcast for the Keep Chicago Ahead program of the World's Fair.

Nature of Federal Government's new communications control policy will be determined this week by conferees of the House and Senate, who are hurriedly trying to patch up a compromise bill in time for final enactment before adjournment, which is tentatively carded for end of the week.

Exact effect of the Dill-Rayburn bill on broadcasting remains to be decided at conferences between negotiators for the two Houses. Inasmuch as each branch passed a different bill which treated radio in individualistic manner. Outlook is that the most obnoxious Senate amendments will go by the boards and the new act will correspond pretty much with existing law.

## Avoiding Tangle

Major concessions by the Senate probably will be imperative to a tangle which would jeopardize chances of getting the bill approved this session. Chairman Rayburn of the House Interstate Commerce Committee, author of the version passed by the lower branch, is not disposed to tamper at present with the existing statute. Feels question of changes should be left to the proposed new commission which is to report next session on desirability and character of added legislation.

The question of how radio conflicts will be ironed out depends principally upon the stand of Senator Dill of Washington, author of the Senate-approved draft. The head of the Senate Interstate Commerce Committee is understood not to be very enthusiastic about the new features embodied in his measure, but may put up a fight for the anti-monopoly and educational program clauses.

NAB expects compromise will result in scrapping of the provision of the Senate bill requiring stations to give equal opportunity to candidates for political office or persons discussing public questions. Broadcasters' lobby has convinced House leaders that this feature is confused, ambiguous and, in a sense, contradictory.

## A Swap

Most likely agreement will involve a trade by which the House will accept the Dill amendment calling on the new commission to investigate the feasibility of setting aside by statute facilities for educational, religious, social and cultural programs and which will require the Senate to back down on the anti-monopoly amendment which limits the amount of facilities given a single corporation in any broadcasting area.

The latter amendment, which caught broadcasters by surprise, was apparently a last-minute inspiration with the Senate bill author, and objections have been pointed out to Dill subsequently. Understood he agrees the provision is misleading and vague. Broadcasters contend that this section might be construed to require stations which have no competition in their service territories to yield part of their time to other stations in more intensively covered regions. Would hit particularly the one-station towns of the south and west.

Major point to be resolved is size of new commission. Dill bill calls for five-man outfit, while Rayburn measure specifies seven-man body.

The Rayburn bill whooped through the House Saturday (2) without an amendment, aside from a minor change by the committee, being proposed and with only a handful of members sufficiently interested to participate in the dreary discussion. The sole alteration was to make the effective date July 1.

Burt McMurtrie of CBS visited in Tacoma for several days with his aunts.

# SEEKING NON-CANCELABLE CONTRACTS IF SIGNED BEFORE FALL RATE BOOST

Generally Agreed Widespread Upping of Local Rates Will Come in September—15% Seems Universal Amount of Increase—Advertisers Seek to Hold Present Rates by Announcements Spread Over Summer.

General rate boost all along the line in radio is being freely predicted among radio men, with the rate increase due to hit by September when the fall business starts hopping.

Though various estimates of the amount of the raise have been made, it is surprising how the great majority of the radio heads agree that the general upping of rates will be approximately 15%. This will bring the average rate of a metropolitan station from \$400 to \$460.

This general increase is being brought about by the expectation of a sharp flood of network accounts throughout the industry with the starting of the fall weather. And that therefore the only way for the station to make any real money is to increase the revenue from its local sales. This despite the new NBC rates, which call for neat boosts in station compensation, particularly in metropolitan areas which demonstrate any genuine supremacy of an individual transmitter.

Stations feel that they have come to the end of their hopes on their present setup of prices and that the only way they can increase revenue is to increase rates. This is the basic reason for the jump in rates by WBMM, the CBS ace here, on June 15. But other stations, too, are jammed to the gills with shows due to heavy network demands and cannot see their way to clear any additional coin under their current scale.

#### Preparedness

Advertisers feel this expected general rise in time prices this coming fall, and many of them are being approached by stations with propositions to save that additional expense by buying winter time on the air at present prices. All stations are willing to accept fall contracts at this time. But they are generally insisting that the advertiser make it a 50-50 proposition and risk by signing a non-cancelable contract. In the case of fall contracts now being drawn up the stations are blue-pencil the clause allowing the advertiser to cancel on a two-week notice. Stations feel that they are taking a gamble in tying up their time for the coming season and that the advertiser should be willing to shoulder the same amount of risk.

#### Rate Holders

Advertisers are making a general use of rate-holders in the announcement section. Though cutting down on their other expenditures for the summer, the clients are striving to keep the present rates for possible winter expansion by using an announcement or two weekly as a means towards holding the present price. This rate-holding system is being used extensively by the large buyers of announcement campaigns, particularly the patent-medicine companies and the oil and gas distributors.

## Jay Brower at KFRC

San Francisco, June 4.

Jay Brower, long an F&M m.c. on the Coast and formerly in vaude as the Musical Browers, has joined KFRC and the Don Lee network to m.c. the daily matinee variety show, the "Happy Go Lucky" hour, which has returned to KFRC after a year at KHL Los Angeles.

For his first job Brower is m.c.ing the daily show and telling a few gags. KFRC lined up a flock of the old Happy Go Lucky performers as tribute to Brower on the first show last Friday (1). Austin Peterson is producing the show.

Brower had three and a half years as baton waver at the Fox El Capitan here.

Same station has added Ruth Royle, blues singer previously at KJH, and is using a flock of other performers on spot stuff.

## GEORGE ZIMMERMAN NOW NBC GREETER

NBC continues to expand its staff of handshakers. Latest to join the network's station relations department in New York is George E. Zimmerman, whose broadcast connections have heretofore confined him to the southwest area.

Zimmerman founded and managed KPRC, Houston, and among the other outlets with which he's been associated are WFAA, Dallas, and KDFM, Beaumont.

## Frank Buck Subbing on Pepsodent for Amos-Andy

Icago, June 4. Frank Buck replaces Amos 'n' Andy while they go on their vacation this summer.

Buck will broadcast for Pepsodent from the NBC studios here, doubling from his concession at the World's Fair.

# RADIO'S \$100,000,000 YEAR

## Chain Income from Time Sales

### NBC

	1933	1932	1931	1930
January	\$2,373,923	\$1,869,885	\$2,625,447	\$2,026,860
February	2,197,297	1,742,274	2,571,609	1,924,773
March	2,478,400	1,997,463	2,864,783	2,164,434
April	2,368,118	1,690,377	2,649,892	2,195,880
May	2,450,000	1,662,887	2,305,448	2,101,525
Total	\$11,862,738	\$8,962,196	\$13,027,179	\$10,413,477

### CBS

	1933	1932	1931
January	\$941,465	\$1,348,842	\$692,114
February	884,977	1,319,414	750,623
March	1,016,102	1,436,050	1,110,526
April	775,489	1,354,592	1,076,103
May	624,256	1,326,344	1,065,552
Total	\$6,934,853	\$4,242,289	\$6,785,842
			\$4,695,706

**Upbeat Holds for Both Networks; CBS in May 100% Over May, 1933; NBC Luckier on All-Summer Accts.**

Columbia last month went over its May, 1933, level by almost 100%, while NBC's margin between the two lunar periods showed a jump of around 50%. For the first time since broadcasting started on the upbeat this past fall NBC has exceeded a 1932 total. Latter web's total for last month was \$2,450,000. In May, 1932, NBC took in \$2,305,448, while the May, '33, tally came to \$1,662,877. Indications are that NBC and CBS will maintain a similar upward pace through the current month, with the latter net topping June, 1933's, income by over 100%.

For last month, Columbia garnered from time sales \$1,244,577, as compared to the May, '32 total of \$624,256. Unlike NBC, Columbia did not better its May, 1932, making it the first time this year that CBS hasn't done so. On the accumulative business for the first five months of 1934, as compared to the parallel stretch for 1933, Columbia shows an increase of 63.5%.

NBC continues to disclose a stronger grip than Columbia in holding on to its accounts for the summer. Five of them dropped off the latter web last week, this including the Camel business which supported two half hours. Because of the low grosses of last summer, Columbia, however, will have little difficulty coasting through the warm spell.

In June of last year, NBC did \$1,512,139, and CBS, \$553,056.

## Victoria Piazza Killed

Syracuse, June

Victoria Mary Lanza, WFBF staff member since station opened, was killed Sunday (3), when the horse she was riding slipped and fell, hurling her to concrete high-way.

She was known to friends as "Aunt Sammy."

## Blackhawk Stays WGN; No NBC Exclusive

Chicago, June 4.

NBC wire has been dropped out of the loop Blackhawk cafe. Blackhawk will remain exclusively with WGN, the Chicago Tribune outlet.

When the Blackhawk asked for a network service, WGN offered NBC time in the cafe. NBC went along splitting the spot with WGN, but then asked for an exclusive on the niterie. For a while it looked as though the cafe would split away from WGN and switch to the network, but suddenly changed its mind last week and decided to stick to the Tribune transmitter.

## Here and There

Salem, capital city of Oregon, is to have a radio station. Harry Reed, owner of KXL, in Portland, has been granted permission to install and operate station KSLM, which will be 100 watts.

Edward Codel has resigned from KNX, Los Angeles, where he was assistant to Les Mawhinney on publicity and handling of news broadcasts.

Norman Siegel, Cleveland Press columnist, in New York for the week-end.

John Ingram, former batonist for the New York Symphonic Ensemble and Symphony Society of New Jersey, now musical director for WEPR, Buffalo.

Eddie Peabody will do a return appearance on Maxwell House Show Boat June 14.

Ralph Hubbell, Wandering Poet, has been added to the announcing staff now being general-managed by Roy L. Albertson, creator of the "Ye Old Town Crier" stanza.

John Christ of the J. Walter Thompson staff has been assigned to handle Ethel Shutta's end of the Nettie show from Galveston. He'll be there for four weeks.

Ida Bailey Allen's new service cookbook, selling at the rate of 30,000 a day.

Herbert Glover now with Lord & Thomas' press department, New York.

Dick Marvin, of the Thompson agency's Chicago radio department, around the New York office last week.

Marion Parsonnet, formerly CBS chief dramatic director, now impersonating the Beechwood theatre on Frank Vandelli's estate in Scarborough, N. Y.

Bob Colwell back from Porto Rico with his new play well started.

Eubie Blake mentioned his band for the commercial coterie at NBC.

Pennzoil has prepared a wax figures numbering 16 programs for placement on around 50 stations. Oil distributor's proposition calls for time buying by the local dealer.

## \$25,000,000 FOR PROGRAM TALENT

Air Advertising Production Costs Greatly Exceed Similar Charges for Newspaper and Magazine Displays

### 4 A'S DATA

American Association of Advertising Agencies has found that the average commercial spend between 25% and 30% of its appropriation for network broadcasting on talent. According to figures the Four A's says it has at hand, disbursements for air entertainment this past season have not indicated an appreciably upward course. Past eight months have seen more big money names in radio than ever before but the salaries paid the nether strata of performers have been considerably under the levels of previous years.

As it is, the production cost of air advertising is over four times that prevailing for news or magazine print. Expense for preparing an ad averaged between 6% and 7%.

On the basis of the Four A's analysis regarding talent costs the entertainment ranks should for 1934 derive over \$25,000,000 from commercial sources in radio. NBC and Columbia jointly are expected to easily pass the \$50,000,000 mark. Between them the cross country nets have so far this year exceeded last year's income, by better than 50%.

National Association of Broadcasters estimated that the aggregate amount taken in by local stations from spot broadcasting in 1933 was at least equal to the total garnered by the major webs, which was \$35,000,000.

With indications pointing to the continuance of this ratio for 1934, radio advertising as a whole, it is predicated, will have little trouble achieving a record tally of \$100,000,000.

Variable rate set-up will also apply to NBC clients who use WLW. Station's scale boost becomes effective with the end of this month.

**European Showman Seeks Sponsors For Paris Short Wave Programs in English—With Not Too Much Accent**

Believing the time ripe for American commercial broadcasting to go in for "European programs via the short wave route," Dr. Edward J. Bing is in New York canvassing the ad agency and network fields. Dr. Bing, who formerly managed the European continental branch of the United Press, has organized a company to put together on the continent programs composed of European talent for relaying to the United States.

In Dr. Bing's opinion the bringing in of foreign programs for re-broadcasting over American networks has passed beyond the stunt stage. American radio, he avers, has now reached the point where it must resort to novelties to stimulate the interest, and a rich mine for these novelties is the European amusement market.

For his material Dr. Bing intends to scour around Paris, Vienna, Italy, Spain, the Scandinavian countries, and even the Near East. All entertainment will be framed expressly for American audience comprehension, and if there is talk on these programs it will have to be in English with a minimum of foreign accent.

Dr. Bing declares that the rates for relaying programs from Paris or London to this side aren't in any way prohibitive. RCA Communica-

## This Time Reserved for Hudson'

Announcement Over Air by NBC Presages Suit for Full Contract

### DON DAVIS MENDING

Back on Job Soon after Bad Auto Accident

Kansas City, June 4.

Don D. Davis, president of the WHE broadcast company, Kansas City, who was severely injured in an automobile accident, near Topeka, Kansas, May 27, is reported to be recovering rapidly and will soon be back on the job. The accident was a collision between the car in which Mr. Davis was riding and a large truck.

Davis suffered a fractured right forearm and was severely bruised.

Jam between Hudson-Essex and NBS is now approaching the litigation stage. NBC last Saturday night (2) laid the groundwork for a suit against the car maker for violation of contract by announcing over the air that "this time is reserved for the Hudson Motor Co." (10 to 10:30 EST), while filling in the niche with a sustaining program. Network claims that the contract on the Saturday spot from which Hudson walked had six weeks to go.

Court action against Hudson-Essex will also be taken with regard to the account's half hour on the red (WEAF) Tuesday nights. Burning the Saturday night obligation, the motor company last week advised NBC that it was also pulling out the Tuesday segment. NBC will, during this niche, 8:30 to 9 EST, starting tonight (5), repeat the procedure of last Saturday. It will announce the time as reserved for the Hudson Motor Co. and substitute a musical frame similar to the one previously bankrolled here by the account.

It is the first time in network broadcasting that "this time is reserved, etc." announcement has been resorted to by a contract controversy. With newspaper the practice of ruling off the contracted lineage and carrying therein info to the effect that the space had been reserved for such-and-such an advertiser is common. Unexpected term of Hudson's Tuesday night obligation amounts to five weeks.

Under the advice of its legal department NBC will also continue to list both the Saturday and Tuesday shows in its program schedules. Cast that made up the Tuesday session included Conrad Thibault, Lois Bennett, Honey Deane and Harry Sater's orchestra. Agency on the account is the Blackman Co.

## Cancel Radio Act

Baltimore, June 4.

Jolly Bill and Jane, vaude act out of radio, was canceled out of last week's bill by the Hippodrome indie vaudevillier, last Tuesday (29).

Management paid off for week and replaced the turn with the Bill Aronson act, which it hurriedly brought down from New York.

## WMCA Staff Expands

Violet Sherwin, formerly with the Annesbury-Sherwin (brother) concert agency, has joined the WMCA program department.

Ralph Pierson, formerly of Colton advertising agency, is in the publicity section of the same station.

## EVERETT CROSBY EAST

Hollywood, June 4.

Everett Crosby, Bing's brother, and the crooner's business manager, left Friday for New York.

Will be away several weeks on biz and pleasure.

## P. & G. EXPANDING

Chicago, June 4.

Procter and Gamble are expanding the radio disc campaign for Dreene and Dreft products following its click on a test ride in the mid-west.

Through the Kaspar agency here it has ordered additional supplies of the one-minute announcement platforms for spotting on more stations. Columbia phonograph lab did the recording.

## Ex Lax Alters Show

Hollywood, June 4.

Ex Lax will shift to a light summer show with the June 25th broadcast. Means that Gertrude Nissen and possibly Erno Rapone come out of the program. Also eliminated—will-be—dramatic guest artists.

Renewal contract for time covering the revised series is for eight weeks.

Robert Valentine, formerly of the team of Bob and Peggy Valentine, succeeds Harry Flannery on WOZO's Fort Wayne announcing staff.

**CLIMALENE CARNIVAL**  
Gale Page, Jackie Heller, King's Jesters, Harold Stokes orchestra

**MUSICAL**  
30 Mins.  
**COMMERCIAL**  
WMAQ, Chicago

This is a morning show with evening quality. For 30 minutes each Thursday morning and weary housefrau is invited, literally, to put away the mop and pail and take a while. She listens to sweet popular music. It's a perfect tie-up for this soap water-softerner.

Talent is top, and their names are known not only through this program, but through others. They add a lustre and a rep to this morning show that makes it a success.

Miss Gale Page is a popular, other singing, Jackie Heller has been coming ahead fast for two years. The Jesters are a standard Chicago radio name and so is Harold Stokes.

It's a free-and-easy 30 minutes full of smooth rhythm and light touches of comedy. It fits excellently for the early morning housewife. It's a swell excuse for her to forget about the dishes for a few minutes.

Plugging on the show is done artfully and with plenty of selling punch. All around, it's a playable, sellable program that should win for everybody concerned. Gold.

**FRED TANGEMAN**  
Piano  
Sustaining  
15 Mins.

**WVOX**, Fort Wayne

Pianist or new summer quarter hour wrote one of the campus shows for Indiana University and has been identified with several name bands around country. Hollywood from the collegiate revue used as theme melody. General program includes variations on current popular hits, with an extra semi-classical piece added.

Tangeman plays on several commercials on station, this being his first introduction to air as solo attraction. Falls in line with popularity of smart piano music right now.

**GUSCH'S JEWELRY**

"Ring of Romance" With Chic Farmer, Jean Tolbert, Chester Stratton, Leo Kahn Orch.

15 Mins.

**COMMERCIAL**

WNEW, New York

Credit jeweler uses this 15 minutes to sell engagement and wedding rings. Hence a romantic aroma is in order. Combination narrative and music carries forward, episodically, the mating instinct scenario. Gushing over the finely spun love-phrases are expressed by He and She. They are dancing. It's a beautiful summer cake. The air is pungent with flowers. Soft music sets the mood.

Busch's then explains its proposition. For 50¢ down and 50¢ a week ad infinitum. He dares She with an appropriate compliment, "Am I to stimulate the interest of the Busch stores (several) there is a contest to provide a fitting name for a new ring which must be seen to be appreciated."

Above average indie station program. Land.

**MARGARET ANGLIN**  
With Judith Anderson  
Dramatic  
**COMMERCIAL**

WEAF, New York

Margaret Anglin's voice is not attractive on the air, but her well-tempered, profound and old generationality. She was outshone as a microphone personality by Judith Anderson. Possibly because seemingly the latter knows radio from experience and Miss Anglin did not.

It is perhaps unkind to make contrasts, but the two young actresses two legitimate theatre actresses play together, and hence it must be recorded that the Anderson tones were crisp and sure while the Anglin interpretation was less vivid.

Ladies from the drama are sometimes good. Eddie King and Gale of Scots since this year's success of the Theatre Guild play. Various versions of the two queens' meetings have been heard on the air. This is an older vehicle by Schiller. It sums up as one of the less memorable excerpts offered on the Fleischmann programs. Land.

**'ANAESTHETIC AND CEREBELLUM'**

Van Fleming and Eddie Everett  
15 Mins.

**COMMERCIAL**

KGW, Portland, Ore.

"Anaesthetic and Cerebellum" is not the title of a pre-medic text. The names, for no apparent reason, are the title of a now blackface harmony team now on KGW for 15 minutes three times a week.

Eddie King, staff announcer and pianist, and Van Fleming, continuity specialist, do this presumably amusing sketch in some sort of southern dialect, and harmonize to the accompaniment of Eddie's piano and Van's guitar. Both Van and Eddie are confident the act is superior. They get off some rather good gags each, broadcast, written by Van, or at least copied by Van. Their voices blend exceptionally well.

**'VOICE OF COLUMBIA'**  
With George Jessel, Sylvia Froos, Gertrude Niesen, Evan Evans, Johnny Green, Freddy Rich, Mark Warnow.  
60 Mins.  
Sustaining  
WEAF, New York

CBS went to it Sunday night (3) from 9 p.m. with a conglomerate of about all the studio talent it could find as an important fill-in. The emphasis is probably due to the heavy Sunday night commercials on WEAF and a big sustaining outfit on WJZ. It is Columbia's contribution to make this a welcome salvo in the same spirit as theinaugural attempt was well worth anybody's time. It's a cinch that most of those who tuned it in stuck until the finish.

An instrumental-vocal comedy 60 minutes, with Jessel, plus leading about all the studio orchestra leaders, CBS commands, plus Sylvia Froos, Gertrude Niesen and Evan Evans for songs and himself for comedy. Nothing more outstanding on the program than the orchestrations rendered, these renditions being particularly notable for being playing over-orchestrated but elaborate enough to give familiar tunes a new interest. Johnny Green, Freddie Rich and Mark Warnow were heralded as batoners, and the studio band did well by all three.

Jessel's pacing was pert and to the point, using his supposed family and family members as foil and bringing in his phone call to his mother next to closing. Being among the few really well-versed performers, this type of work is in Jesse's lap, and he should be able to remember enough stuff to make it new for the air and avoid too much waffling through the week. He makes it enjoyable the way.

Placing the Misses Froos and Niesen on the same hour doesn't figure to help Miss Niesen. Letter's forte is easily her lower register, for when she starts to strive for volume her voice turns hoarse and her upper notes distinctly contrast.

Contrast throws Miss Froos into relief for range and smooth quality, although she doesn't necessarily read a lyric any better than Miss Niesen. Miss Froos delivered Noel Coward's "Zigeuner" (from "Bittersweet"), probably one of the most difficult songs to sing ever, and did it exceedingly well. Evan Evans offered a pop, aided by a quartet.

It's all in the popular vein, with a fine instrumental background. In the contest for listeners CBS should pick up quite a few with this particular effort.

**KORBER LIMERICKS**  
Henry Blanc  
15 Mins.

**COMMERCIAL**

KGW, Portland, Ore.

On August 30 of last year, O. Korber, Jewish humor expert, started KGW with a unique program. An idea that many believed would not last even one month. The program is still on the air; its listening audience is steadily increasing, and the sponsor reports increased business.

If it's a three-times weekly program of limited scope Henry Blanc, KGW staff announcer, undertook to recite the limericks and accompanying them with rhythm music on the piano. Program has been and still is tremendously popular, with a constant stream of letters expressing interest in him and his contributions.

At first it was thought that the continuity department would run out of limericks, but it wasn't long until contributions from listeners began coming in. Typical of material used: "Never eat how grouchy you're feeling. You'll find a smile more or less healing."

It grows in a wreath. Around the front teeth Thus preserving the face from contamination.

Averaging six limericks to every five minutes, 624 have been used thus far—and they're still coming in.

**MUSICAL CLOCK**  
Lee Everett  
One Hour

Sustaining

WBT, Charlotte, N. C.

This spot was a drab playing off one recording after another, just to while away the first hour of the day's broadcasting, waiting for everybody to get fully awake—until Program Director Lee Everett decided it had possibilities and took it over personally.

Now, judging by the mail, it is quite popular.

When he took on the program and called it his own, one-man show, Everett did many things to it, most important of all he injected plenty of informality.

With the occasional re-cording, and frequent announcements of the time, the spot carries a birthday club greetings to the sick, recitations, scrap book material, and always frequent and spicy chatter of Everett.

There is the constant introduction of stunts, such as breaking a record before a mike, where it can be heard by listeners, when too many complaints come in on a particular number.

**CHICAGO WORLD'S FAIR**  
With Robert Davern, Mayor E. J. Kelly, Jack Benny, Clara Lu and Sam, James Melton, Joseph Pasternack, Moran Sisters, Anson Weeks, Fred Waring, Ted Weems  
Special 60 Mins.

**COMMERCIAL**  
WEAF, New York

This is one of a couple of full-hour programs co-operatively financed by participants in the second semester of the Chicago exposition. Obviously it's a whooper-upper for tourists. And as promotional publicity on the grand scale, it unquestionably will help.

Descriptions of the exposition grounds supposedly from an airplane pilot, 1,500 feet overhead, make a clear picture of one model factory after another. Which just possibly is not much of a spending inducement for many a vacationist more anxious to get away from commerce than深入 into it.

That plane trip is divided into two installments separated by a half hour. First plane is described as made south, later as returning north. Two announcers keep up a synthetic enthusiasm that arouses wonder as to what sort of capsules announcers feel themselves to keep up with artificial pressure. Over-selling, over-dramatic, it may envelop some mentalities with the sense of something but to others it may seem like patent medicine pitchin' at its worse.

Great stress is made upon the new factories and attractions at the expo this year. Mayor Kelly, Clara Lu and Sam, and others continually hammed the thought that it wasn't expensive, that there was plenty of cheap sleeping and eating available. Mac Kelly's remark about not having any traffic problems was a bit thick to those who visited the Fair last year. If there ever were traffic problems, Chicago had 'em in 1933.

Program credits General Tire, Gillette Razor and Pepsodent companies for stepping aside and giving the World's Fair a bright eight-of-the-weeks 9:30-10:30 p.m. (Central) Friday night (1). Ample credits of a commercial and advertising nature were sprinkled through the whole program.

Effectiveness of the program probably hinges upon the reaction of multitudes of people to money spent appealingly presented upon the processes of industrialism glorified in special buildings. Just what, it may be asked, is the average American's idea of a good time on his annual fortnight of liberty, and does the auspices of the expo paint a picture calculated to fit into that concept?

It's anybody's guess no doubt. Meantime, the expo is probably sensible that many disappointed went back to their native villages to spread the cynical viewpoint.

Against this, of course, were hundreds of thousands of truly awed and pleased tourists. How again calculate, though, the pros and cons balance themselves? Obviously the expo is taking some changes. The radio programs are designed to generate new enthusiasm where interest may lag.

As to the program gotten together for the occasion, it relied chiefly on Jack Benny (General Tires) and Fred Waring (Ford) for its name strength. It was a good show most of the time, but pretty shy on laughs and overboard on commercial plugs. Few 60-minute reviews on the air attempt to jam so much selling across.

Land.

**LILLIAN MESSINGER**  
Motion Picture Talk

10 Mins.

Sustaining  
WGY, Schenectady

Talk by Miss Messinger of RKO on "Scouting for Screen Prospects" proved as interesting as any yet heard in the weekly series which female film executives are broadcasting over the NBC red network as guest on the "Woman's Radio Review."

Chat, with its information on the mannerisms with pictures, comparing talents, the requirements for, and the chances of obtaining a camera test, and the intimate glimpses Miss Messinger gave of various stars, was right down the alley for dialing screen fans.

Inasmuch as a test costs the company \$100 to \$300, Miss Messinger said that the talent scout first interviews the prospect carefully, to get a line on his or her looks and voice, personality, intelligence, and adaptability to direction.

Speaker paid tribute to Katherine Hepburn, denying the statement that Miss Hepburn rebels at directing, the male star of "Flying Down to Rio," to Mrs. Patrick Campbell. She tabbed John Beal and Barbara Robbins in the coming release, "Hat, Coat and Glove."

Miss Messinger is a first-rate talker, with a chatty manner and the mike aplomb of a veteran.

Joco.

When he took on the program and called it his own, one-man show, Everett did many things to it, most important of all he injected plenty of informality.

With the occasional re-cording, and frequent announcements of the time, the spot carries a birthday club greetings to the sick, recitations, scrap book material, and always frequent and spicy chatter of Everett.

There is the constant introduction of stunts, such as breaking a record before a mike, where it can be heard by listeners, when too many complaints come in on a particular number.

Joco.

Gwen McCleary, head of the continuity department, KSO, Des Moines, succeeding Geo. Lampman, who leaves KSO June 8.

Gold.

**RADIO ROD AND GUN CLUB**  
Harold McCracken  
Talk

15 Mins.

**COMMERCIAL**

WOR, Newark

In Macy's department store Harold McCracken has a niche all his own. He's the information bureau that comes as part of the store fishing tackle department. If the angler wants to know what tackle and bait is required to catch a certain species of fish, McCracken is there to do the answering. Also, where the good angling spots are to be found and what the game laws in diverse precincts has to say on the subject of fishing and hunting.

McCracken brings this informative chatter to WOR Thursday nights and makes a diverting 15 minutes of it. Besides McCracken's program offers a guest section of the wide open. Last week's (31) added contributor was Courtney Riley Cooper, who unrelated a slightly messy of fish stories involving a John Bunyan of the line and tackle with hidden Canadian waters as his scenes of pictorial combat. Cooper is one of those fellows who can make equally enthusiastic whether the momentary object be elephants, boats, circuses, fishing, hunting or some stories he's written. Cooper also recounted here an absorbing visit he paid to Macy's fishing tackle department. For the true blue angler the effervescent act Cooper put on made it tough retaining a similar visit.

In his program McCracken also tips off the big game hunters on wild stock conditions in Canada. As soon as the fishing season is fully under way, Macy's, through this stanza, will put on a fishing tournament with prizes for outstanding catches.

Odec.

**BOB HOPE**

Comedian

**COMMERCIAL**

WEAF, New York

Bob Hope has made a number of guest appearances for Rudy Vallee, His easy-going, underplayed style is as likable on the air as upon the rostrum of a variety or legit house. His jokes are aged, but his delivery and general approach to humor is modern.

There's no reason why Hope could not do well on a regular commercial assignment. Perhaps it may be argued he has no catch phrases or distinctive identification, and this may be valid cause for caution up to a point.

But he wears well, his knack of self-laughing and unabashed realization of his own daring is calculated to please, where more perspiring methods of getting laughs exhaust and enervate.

Couple of clever stooges assist him.

Land.

**CARLILE and LONDON**

With Warwick Sisters

Piano and Song Trio

15 Mins.

Sustaining

WCAU, Philadelphia

After airing for many seasons via this outlet, Columbia has grabbed on to it with a vengeance. Every Sunday at 7:15. Plain duo of Carlile and London have been leading ivory pounders of the local ether for years, and the Warwicks probably rate as the best female harpists.

Show has neat fast pace, that with a wit which is well sustained. The turns are divided between the two pianos and the trio, while Marie Carlile leaves the bench for a solo backed up by the warbling girls.

Program manages to sustain because of the variety of talent in the quintet that completely eliminates any possibility of monotony. Warwick Sisters' yeoman work with the two featured spots, with harmony and arrangements that rival the best of the chains. Thing the show's favor is the compactness of the combination. Has excellent commercial possibilities.

**GALAXY OF STARS**

Edna Odell and Phil Porterfield

Music

15 Mins.

**COMMERCIAL**

WMAQ, Chicago

Red Star Yeast is paying for this thrice weekly morning broadcast over an NBC wire. There has come along certain restrictions in the program that doesn't necessarily rate a number one program of the air, gets no long raves from the critics, and its performers never rate big money, yet the show rates as a genuine all-around home program that makes friends. It's friend nobody and pleases a good many.

Such a show is "Galaxy of Stars." A man and woman singing popular songs in a popular way. No terrific wallop, no soaking punch, but enough simple entertainment to please the wife who wants a little music with her morning chores.

Such a show may be okay. Yeast comes in, makes up a contrived plug in the center of the session. Usually uses two women since the show primarily appeals to the housewife.

Gold.

**SOCIALIST CONVENTION**

With Norman Thomas, Daniel 30 Mins.

Sustaining

WABC, New York

Democratic and Republican conventions get 16 hours a day when the excitement is high. But 30 minutes is allotted the Socialists, and probably Norman Thomas is appropriately grateful to get that. It's broad for the Socialists to have a national hook-up, it only for 10 minutes.

Norman Thomas has a splendid voice, resonant, firm, melodious. Before he took up the fight for the Socialist ideal he was a clergyman. So he knows how to talk. And he speaks English well. He believes he said more than most politicians manage to say in much longer. Daniel Hoan followed and was also pithy.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m. Thursday, although the fight in the middle of the Radio Valley, outside the NBC web, still, all in all, the Socialists probably got more than they expected. Land.

As party propaganda it had the advantage of a good hour, 8:30 p.m

# TWIN CITY PAPERS GIVE IN

## N.Y.U. Dept. of Marketing's Own Sponsor Identification Survey

Jack J. Bourke of the Department of Marketing at New York University has conducted a radio sponsor identification survey modelled after the survey published during the spring in VARIETY. Results of the survey are substantially similar to the results and percentages obtained by VARIETY.

Bourke, with a companion, made nearly 700 personal interviews in New York and New Jersey over a period of nine weeks in order to obtain the statistical data upon which his summary is based. He discarded about 100 of the answers for one reason or another and based his final analysis upon 600 replies.

Questionnaire used cited 20 well-known radio programs and asked listeners to identify the sponsor. All but three names on Bourke's list

were used on VARIETY's list which, however, included 25 names. Bourke's check-up was conducted under the guidance of Prof. H. W. Dickinson, of New York University, and was frankly an independent research suggested by VARIETY's own efforts in this direction.

Most notable disagreement between the VARIETY and university surveys concerns Jack Benny, a leader with VARIETY but last on the Bourke list. What may account for the poor reaction here is the fact that while the survey was on Benny switched from Chevrolet to General Tire. Eddie Cantor is 13th on the Bourke summary, 2nd on VARIETY's. But otherwise the relative rankings are quite even, both in percentage of sponsor familiarity and in sequence of programs, one to the other.

## N.Y.U. Program Sponsor Survey

### New York and New Jersey (600 INTERVIEWS)

Name of Program	Sponsor Correctly Named	Sponsor Not Known	Sponsor Wrongly Named
1. Amos and Andy	576	20	4
2. Ed. Wynn	504	80	16
3. Metropolitan Opera	291	289	20
4. Maxwell Show Boat	543	45	12
5. Myrt and Marge	250	339	11
6. Wayne King	326	261	13
7. Rudy Vallee	412	166	22
8. Burns and Allen	264	320	26
9. Rise of the Goldbergs	482	166	2
10. Byrd Expedition	56	407	107
11. Will Rogers	236	345	19
12. March of Time	261	321	18
13. Eddie Cantor	466	121	13
14. Bing Crosby	160	422	18
15. Paul Whiteman	135	424	41
16. Joe Penner	231	304	65
17. Clara, Lu and Em	174	336	90
18. Edwin C. Hill	128	423	49
19. Ben Bernie	378	222	5
20. Jack Benny	224	354	22

## RADIO 'BLAMED' FOR WEST'S DROUGHT

Minneapolis, June 4.

A superstition is spreading among some of the masses throughout this territory that the radio is 'responsible' for the drought that has killed crop prospects and made many people jumpy and ill-tempered. University of Minnesota scientists have publicly scoffed at the idea that broadcasting can affect the ether in such a way as to prevent or hamper rain, but the idea persists and local radio station officials are jittery of the repercussions.

Already the agitation against the radio is making itself felt in letters to the stations and to the newspapers.

It has gotten to such a stage that radio station officials here are seriously considering taking cognizance of the agitation and starting a publicity campaign to offset it.

## BRUNTON PREPARES TO UP TIME RATES

San Francisco, June 4.

Ralph Brunton has commenced operation of his Northern California Broadcasting System, consisting of KJBS and the newly acquired KQW, San Jose, and has lined up a complete exec staff for the Frisco and San Jose studios.

This week Brunton closed the Frisco studios of KQW in the Dollar building, moving staff and equipment into the KJBS quarters at 1380 Bush street, with intentions of opening new combined offices and studios elsewhere later in the summer. That may happen in August or September, when KJBS goes from 100 to 500 watts, with equipment due to arrive from New York via the Canal about that time. The Federal Radio Commission okayed the increase last week.

Brunton has named Carlton Covney sales manager of the NCBS, and H. O. Fieburg sales manager for KJBS. Eddie Murphy is p.a. and J. Clarence Myers, former Frisco manager of KQW, is doing agricultural features on that station. Sam Melnicoff is in as KQW manager in San Jose.

With the increase in power and coverage Brunton figures on raising the ante for his commercial time and also on augmenting the staff and cutting down on the records.

## KARLOFF ON SHELL

Los Angeles, June 4.

Boris Karloff does a scene from Dr. Jekyll and Mr. Hyde tonight (Monday) on the Coast CBS Shell Show.

He is billed as top.

## DISPATCH-TRIB PURCHASE WRHM

Two Sheets End Long Battle  
Vs. News Casting—Dispatch Has St. Paul Newspaper Field to Itself—Promises Class Status for New Air Affiliate

### JOINT BUY

St. Paul, June 4.

Failing to beat radio hereabouts, Twin Cities newspapers, Dispatch (St. Paul) and Tribune (Minneapolis), have decided at last to embrace it. This was revealed today by Leo E. Owens and Frederick E. Murphy, publishers of the respective sheets, in the announcement that together they had purchased WRHM, local 1,000-watt indie.

Dispatch has long been angling for an 'in' in the radio field. Population of Twin Cities and nearby suburbs totals close to 1,000,000. The new management stated immediate steps will be taken to furnish northwest radio audiences with entertainment and features ranking with the best on the ether. Better is that the Dispatch, already in control of the local daily newspaper field (having purchased its lone opponent paper, The Daily News, a year ago), will spread itself with its new baby.

### In Other Words

Queried by VARIETY on his attitude toward news casting, Publisher Owens parried by saying further conferences with his conferees were necessary before he could come out definitely for or against the several prevailing practices. However, the official statement skinned the corners with this announcement: "In many metropolitan centers of the United States radio broadcasting stations, owned and operated by newspapers, have rendered an outstanding press and radio service to their readers and listeners. It is the intention of the management to achieve the same high standard of service for WRHM."

KSTP, local NBC outlet, is one of the pioneers in the freedom of the airwaves regarding news casting. Stan Hubbard, v.p. and gen. mgr., being one of the prime factors in the formation of Radio News Association, Inc., of which his station is one corner of the triple alliance formerly represented by KNX, KSTP and WFI.

WCCO, local CBS affiliate, is, on the other hand, tied in with the Publishers' National Radio committee plan. Thus, the prevailing setup puts WRHM squarely in the middle.

It will be interesting to local radio observers to see what the new publisher-owners will decide about news casting, since they can't being newspaper-owned, buy the RNA service—and it is considered unlikely that they will string along with the so-called 'news' dispatch service dashed out by the PNR members.

## Cupid Splits Clark

San Francisco, June 4.

Clock Sisters (Ruth and Lilah) are splitting a harmony team on KTX, Oakland, after this week, Keene is booked solidly into August, having arranged a series of two, three and four-day stands in towns and small cities of upstate New York, Massachusetts, Vermont and New Hampshire.

Most of the spots are within a 100-mile radius of Schenectady, which is the largest city in which the Keene sisters will do their stuff. They will give performances at night only, except on Saturdays.

Cast of 25 is advertised. Admission tag is 25¢. Keene has plugged for dates on his daily broadcasts.

Helene Daniels on WOR

Helene Daniels starts on a twelve-week half-hour sustaining program over WOR tomorrow (Tuesday) evening, 9-9:30.

Norman Brokenshire and a band will be on the program.

## Sponsored Horse-Race Descriptions 5 Hrs. Daily on WJJ; Also Mutuels

### Broadcasting River Boat With Meyer Davis Music

Meyer Davis will personally conduct the dance orchestra aboard Bobby Sanford's Show Boat when it begins its nightly ploughings of the Hudson River, June 5. After the first night the orchestra's regular maestro, Milt Merrill, will officiate.

Show Boat docks at 42d street and will broadcast from the wharf four nights a week over WMCA on a commercial time basis.

## DENTISTS SEEK ADVERTISING RIGHT

Albany, June 4.

Right of dentists to advertise on the radio or by use of motion pictures or any other medium was demanded in the Appellate Division of the Supreme Court Thursday (31). Arguments were directed against the State Board of Regents, which has decreed that dentists must limit their advertising to professional cards.

Four dentists brought the case, in appealing from decisions of the Supreme Court, which previously denied their motion for a temporary injunction to restrain the University of the State of New York and the Board of Regents from enforcing the ban and also from a permanent injunction against enforcement of the regulation. The four dentists are waging the court fight on behalf of members of the profession throughout the state.

### HOLLAND'S FOOTBALL

Broadcasting Jam Between AVRO  
and VARA

The Hague, May 23.

Controversy raging in Holland amongst football fans over broadcasting international match at Milan between Holland and Switzerland for world championship. Station AVRO, neutral broadcaster, has broadcasting rights from Dutch Football Association, a monopoly which cost them plenty.

Announcer Hollander is AVRO's expert for such occasions but fly in ointment is that owing to difference in time, match being played in Italy, AVRO has on Sunday only sending time under official Dutch division scheme till 5 p.m. after which hour Communist station, VARA steps in. VARA refuses to swap hours with AVRO but is willing to take over Hollander's final period of the match.

Papers, public and football fans all up in air.

## Pontiac Has Time, but No Show for Autumn

Pontiac is due back on NBC in early fall. Although the time has been reserved the automotive account isn't decided about a show.

This time the manufacturer will make it a half-hour affair once a week.

### WLW's Sus. Orks

Cincinnati, June 4.

WLW is picking up orks from five fine-and-dance spots to fill in non-commercial spots at night. Remotes for the 500,000-watter are the Hotel Gibson, where Larry Lee's combo is in the Florentine room, and Mel Snyder's band is in the Rathskeller; Netherland Plaza hotel, which has Gene Burchell's muskers in the dining room and Charlie Kohler's jazzoponers in its grill section, Old Vienna; Coney Island, amusement park, where Benny Moroff and his boys started off the danceland season, and Castle Farm, suburban night club, which plays name bands.

Crosley's smallie, WSAI, is broadcasting Murray Ilerton's local orchestra from Avoca Park.

### Beechnut Back Sept. 25

Beechnut gum brings the Red Davis' series back to NBC Sept. 25 for three broadcasts a week.

Food packer had the script show going for 26 weeks the early part of the current season.

Chicago, June 4.

Station WJJ, shut out of the baseball broadcast situation this summer, moves over to another field of sport, and starts broadcasting a five-hour description of the horse races at the major tracks of the country. Will run daily from 1:30 to 6:30 p.m. and will be sponsored.

Taking the closing three and a half hours is the National Distilling company of Milwaukee, placed on the show by the Klau, Van Pieterson, Dunlap agency. Other time on the races will be split up among various sponsors. First to signature for a 30-minute additional portion is the Sells Motor company of Chicago.

WJJ will describe 28 races daily, which takes in the four major tracks of the country. In between the races there will be musical interludes to fill in the empty spaces between the plugs and the races.

Station will take the regular news service on the horse races and will not only describe the running but will give the mutuels on the pay off. It will, however, be conducted strictly from the sports angle with no emphasis on the betting possibilities.

## Larry Tate, 19,

On CBS, Phila.,

## NBC, New York

Philadelphia, June 4.

Larry Tate, WCAU warbling find, gets an NBC coast-to-coaster. This puts him on every Saturday as a sustainer.

Tate sings on Columbia hook-up off of Philly in the morning, then, rushes to Radio City for the new NBC post at 3 p.m.

NBC tie-up, with Tate under contract to neither web, makes it funny for everybody. Singer is only 19, but has had lots of air experience, both as a band vocalist with Phil Emerson's crew and as staff announcer at WDEL in Wilmington.

## Pontiac Has Time, but No Show for Autumn

Pontiac is due back on NBC in early fall. Although the time has been reserved the automotive account isn't decided about a show.

This time the manufacturer will make it a half-hour affair once a week.

### WLW's Sus. Orks

Cincinnati, June 4.

WLW is picking up orks from five fine-and-dance spots to fill in non-commercial spots at night. Remotes for the 500,000-watter are the Hotel Gibson, where Larry Lee's combo is in the Florentine room, and Mel Snyder's band is in the Rathskeller; Netherland Plaza hotel, which has Gene Burchell's muskers in the dining room and Charlie Kohler's jazzoponers in its grill section, Old Vienna; Coney Island, amusement park, where Benny Moroff and his boys started off the danceland season, and Castle Farm, suburban night club, which plays name bands.

Crosley's smallie, WSAI, is broadcasting Murray Ilerton's local orchestra from Avoca Park.

### Beechnut Back Sept. 25

Beechnut gum brings the Red Davis' series back to NBC Sept. 25 for three broadcasts a week.

Food packer had the script show going for 26 weeks the early part of the current season.



# RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

## OUTSTANDING STUNTS:

UNION CITY  
STATION WMCA, NEW YORK

### Cover a Disaster

New York.

On the afternoon of the U. S. Navy steamed into port, Station WMCA pulled an emergency stunt in an effort to compete with the heavy artillery of the navy and the networks. It was the result of quick thinking and quick acting.

Observing from the 10th floor of WMCA's offices on Broadway, New York, a fire raging in Union City, N. J., across the Hudson river, station managers in newspapers and learned that a famous Catholic shrine was burning down.

Quick arrangements sent Fred Col. Charles Weston and Frank Marx scurrying to Jersey with portable equipment to broadcast a 45-minute on-the-spot word picture of the fire. Col. also got the fire chief, police chief, and priests of the Passionist order to step before the microphone and comment on the disaster.

### Just an Echel!

Vancouver.

CJQR, local 500-watt, gave the listeners something to argue about when it broadcast a blow by blow description of the Ross-McLarnin bout last Monday night (28). Controversy centered around the question of whether the thing was coming direct from the ringside in New York, despite the fact that the station announced during the event that all the sound effects were being faked.

With the cost of bringing in the reports by telephone lines prohibitive, CJQR resorted to a direct telegraphic connection from the ringside and sold the local Ford distributors on a reconstruction of the fight. Engaged in putting over this version were two telegraph operators in the studio, taking down a blow by blow and descriptive story, three announcers, three sound effects men and a local fightcaster. Result was a broadcast complete from every angle, crowd noises, the ringing of the bell, the smack of gloves, the click of typewriters, the referee's whistle, etc.

Following the broadcast the CJQR switchboard was jammed for an hour with calls settling arguments for fans who were under the impression that it had been the real thing. Fact that McLarnin hails from this section increased its local interest.

### Graduating Exercises

Iowa City, Ia.

WSUI, mouthpiece of the University of Iowa, made it possible for those members of the graduate's family who couldn't attend in person to sit in on the graduation exercises this year. All the U's ceremonies from Thursday to Monday were released over this channel.

### WMBG's News Pamphlet

Richmond, Va.

Station WMBG is publishing a small news pamphlet monthly, called "The News." The first volume three for June is chiefly devoted to quotations from Richmond business men concerning business recovery and anticipations.

In addition program highlights for the month are listed and miscellaneous news included.

### KSTP Housewife Staff

St. Paul.

KSTP is giving its listeners something new in the way of morning chatter to housewives in the Pearson Wholesale Grocery Co. program, which airs every a. m. from 8:45 to 8:50.

As a departure from the usual feminine tonalities, a man—with plenty of personality in the old larynx—does the spelling and, instead of offering prizes for recipes, calls for poems, maxims, wisecracks. He addresses his women listeners as "friends" and accents the a. a. plenty here.

Daily prizes are given for best comedy and since the host is a man, the prizes apply in the form of canned goods. Company isn't stingy, either, giving a dozen cans of this or that for the best, and tapering its gifts down to three cans for accepted contribs having the least glitter. Writers' names and contribs are read each morning, with commercial plugs kept to the minimum.

### Cocktail Romance

Baltimore.

To date no local station has aired any hard liquor accounts. Flock of beer-boozing spot announcements and one daily 15-min. program for Gunther's Brew, but nothing more

strongly alcoholic. WHAL, member Group Broadcasters, and WCAC, local CBS outlet, have announced selves as definitely inaccessible to such accounts.

Nearset approach to direct liquor plugging on local stations gets going this week when WFDR brings a daily 1-min. dramatization on behalf of the Cocktail Lounge of the Lord Baltimore hotel. Is aligned with liquor plugging in that the lead of the dramatizations will be invariably laid in the Lounge and the program billed "Cocktail Romances."

Also a different recipe for an aperitif as suggested by the spot's backroom and as on tap at the Lounge will be read at the conclusion of each day's cast.

### Military Ass on WJZ

Baltimore.

WBAL will feed NBC's WJZ web an air coverage of the Military Mass the Catholic Church will hold in the many stadium Windows.

At 40th anniversary of Maryland's Tercentenary, Figaro, 100,000 persons will be present at services plus host of bishops and prominent churchmen from all over country.

James Young due in to dish description of event into mike and will bring on own technical crew to lay out wires and arrange the pick-up.

### WCAU Tolls Gofers

Philadelphia.

WCAU has arranged biggest part of its carnival yet, on the sustaining basis. Series begins this week (30) nightly around the coming National Open in the Philly sector, and will feature all the big names.

Included on the list scheduled for appearances are Denny Shute, Bobby Jones, Leo Delige, George Dunlap, Ed Dudley, Craig Wood, Cyril Tolley and the whole invading British contingent, Johnny Goodman, W. Lawson Little, and others. Station plans to short-wave the show by directional broadcasting to England via their WKAU outlet.

Program will follow the gofers from the first practice days until the finals, with the current day's players visiting the mike to talk over the hazards and bunkers after the daily matches are finished. Night of June 6, before the mains, studio has prepared a big musical show for the local tuners.

### Gould Woes 4A's Cleverly

Baltimore.

Purnell Gould, commercial manager of WBFR, cashed a carload of goodwill and garnered a gob of attention by appearing on a radio show on WJSV and WMAL, Washington, D. C., last Tuesday and Wednesday (22-23) calling attention to WFBR.

Stunt was done to catch ears of American Assn. of Ad Agencies which was holding convention in the capitol last week. Copy was cheery message of greeting, with reminder that WBFR was a pretty good stock.

### Chamber of Commerce Staff

Baltimore.

WFBR has allotted a five-min. spot to Junior Chamber of Commerce daily for two weeks, during which time members of the club take turns before the mike and signal the start of a pick-up campaign the season is fostering.

Time on gratis basis, station merely seeking good-will of the club which is made up of young business men, majority occupants of important chairs in firms that are prospective ad advertisers.

### Local Right-of-Way

Dubuque.

WKBB, broadcasting from the Hotel Julien, Dubuque (Ia.), doing a raw Vox Pop in its territory going in more and more for local slants to justify its appellation, "friend of the people." Latest addition is program of Father Joseph Lorange, former national chaplain of the Knights of Columbus, spotted every Sunday from his church, Menominee, Ill., 10:30, in "The Little Church in the Valley." Morning news broadcast at 8 daily, a new feature. Mike goes to a speaker from the Dubuque Dental society every Monday, 8:15, with the Senior high school in an every Thursday night slot at 8:30. Studio policy is to give anything with a local slant the breaks.

### Studio in Dept. Store

Omaha.

WOW, Omaha's NBC red net outlet, has gone in for showmanship. In co-operation with a local department store an auditorium is being built in the store building as the spot of origin of all its programs over this station.

### Department store is Hayden

Brothers.

One of the town's first landmarks, which hasn't found blaz so late lately and has decided on a tremendous remodeling and advertising campaign as the answer.

WO.V is cut in on this campaign as the radio outlet, and has already two series of programs under way with a third coming up.

Store studio is to be ready for broadcasts shortly, though no date for opening is yet set. Plan is to pick up WJY's daylong broadcasts from this afternoon, make a rehearsal there, and otherwise make use of it as a demonstration room for cooking schools and other advertising stunts. Preparing and broadcasting studio programs alone will keep studio nearly filled, to say nothing of employing it for other gags. Talent for use on programs is being supplied by WOW.

### CBS Whets Curiosity

New York.

To make sure that its latest brochure doesn't land among the pile of printed matter that should be read, but won't, the Columbia sales department has resorted to a mysterious campaign of agency execs. Letters coming from the agency principals have gone out to the agency mailing list to whet the curiosity. The work is due off the press this week.

Advance communication doesn't tip off what the brochure's about but it does it in a judicious contribution to radio's "air" and commentary on an intangible but powerful factor in broadcasting. "The Added Increment" is the title's title.

### Talent Prospectus

Charlotte, N. C.

WBAT has issued an elaborate catalogues listing descriptions of programs that are now available for commercial sponsorship. Holly Smith is production manager and edited the catalogue. The commercial department places copies in the hands of prospective advertising clients. Bookings are handled by WBAT.

It classifies the programs into groupings according to their adaptability for various types of advertising products and in accordance with the size of the shows, the number of people used, and the broadcasting time. Practically all programs listed are now running as sustaining programs and are immediately available for sponsorship.

### Classics Over Air

Birmingham, Ala.

WSGN is seeking desperately to find something entertaining, has started reading books over the air. One or two chapters are read daily from classics and modern books. One or two chapters are read daily until the book is completed.

Reading of books is not new but was resort to in the early crystallized days.

### ing the Funnies

Portland, Ore.

Reading the Sunday comic section of the Morning Oregonian each Sunday morning at 9 o'clock is the latest radio showmanship project undertaken by KEX.

Uncle Van Fleming calls the kiddies together with a lively tune on a phonograph record, belts in his harmonica, and then it's "get down on your tummies now and turn to Andy Gump," and the half-hour program is under way to the accompaniment of a symphony of sound effects using both phonograph record effects and studio props.

Entire half hour is sponsored by a Portland dental firm specializing in children's work. Commercial announcements are read and follow the program, and are interspersed between the readings of sections of the comics.

### Baseball Fan's Service

Boston.

WNAC and WAAB get a baseball crowd to listen in around 1 p.m., when the weather is dubious with a "Today's Baseball Game" announcement. This gives the name of the visiting club, whether the game is at Braves' Field or Fenway Park, time game starts, and probable pitchers. When game is called off, that information is given in.

(Continued on page 57)

Decision in the case of Alfred Kreymborg, poet, against Jimmy Durante and NBC for alleged violation of copyright, raises a point of law.

Court found that copyright does not protect public performance of poems or books for profit. It does protect dramas and musicals as well as sermons, addresses and the like.

Poems in question were later incorporated in a copyrighted drama, but the court ruling was that the poems having been severely copyrighted as such before inclusion in the drama, the blanket covering of the dramatic copyright does not afford them the claimed protection.

Claims must lie under the first instance of copyright and subsequent adoption into a better protected form does not accrue to their benefit.

Max Baer is being written out of the "Taxi" script (Goodrich Tire) with the June 8th broadcast. His participation in the program, if any, will be limited, until after his bout with Carnera, June 14, to some patter on his physical condition and his mental reactions toward the fray. If his showing with Carnera proves pleasing to the sponsor Baer will resume his role in the serial and go on for an additional seven weeks.

Jack Benny, doing "Transatlantic Show Boat" for Edward Small at United Artists, Hollywood, has provision in his contract that he works only five days a week, Friday being the extra off day. This is to enable him to rehearse his broadcast for General Tires that evening.

## Deny Canadian Execs Fostered Any Tuition Racket Among Talent

### Chicago Ad Agencies

#### Radio Product

Aubrey, Moore & Wallace, Inc.  
410 North Michigan Ave.

J. H. North.

F. G. Ibett.

N. W. Ayer

164 W. Jackson Blvd.

Nason McGuire.

Batten, Barton, Durstine & Osborn

221 N. La Salle St.

George May.

Jackett-Sample-Hummert

221 N. La Salle St.

Edward Aleshire.

N. H. Peterson.

Doremus & Company

208 S. La Salle St.

H. Ray Henderson.

Erwin, Wasey & Co.

230 N. Michigan Ave.

William Weddell.

Fredericks & Mitchell, Inc.

330 N. Michigan Ave.

Karl Frederick.

Charles Daniel Frey

333 N. Michigan Ave.

Larry Triggs.

Gundlach Advertising Co.

400 N. Michigan Ave.

Irving Rosenblum.

Hayes McFarland

333 N. Michigan Ave.

Hays McFarland.

Henri Hurst & McDonald

520 N. Michigan Ave.

N. L. Pumpan.

Kastor

360 N. Michigan Ave.

Read Wright.

Kirtland-Engel

466 N. Michigan Ave.

R. M. Kirtland.

Lord & Thomas

519 N. Michigan Ave.

Lewis Goodkind.

Matthew Fogarty, Jordan

397 N. Michigan Ave.

H. L. Weilen.

McConn-Eriksen

310 S. Michigan Ave.

Raymond Atwood.

McJunkin

228 N. La Salle St.

Gordon Bell.

Nessham, Louis & Brorby

360 N. Michigan Ave.

Heidring.

Reincke, Ellin & Younggren-Fi

520 N. Michigan Ave.

Russ Williams.

Roche, Williams & Cunningham

ham, Inc.

Strauss Biggs.

William Roche.

Rogers & Smith

20 N. Wacker Drive

Everett Opie.

Rothschild & Ryan

360 N. Michigan Ave.

Nate Goldfarb.

Stack-Goble

8 S. Michigan Ave.

Ralph Goble.

Walton Thompson

419 N. Michigan Ave.

Dick Marvin.

George Allan.

U. S. Advertising

612 N. Michigan Ave.

George Essinger.

Vade Ad. Agency

208 W. Washington St.

Walter Wade.

Beaseley for Fitch

Chicago, June 4.

July 15 has been set as the date

on which Irene Beaseley goes on

the Fitch program in order to give

Wendell Hall a breathing spell.

Hall's vacay will last eight

weeks, then he returns to the NBC

weekly commercial shot.

### Ken Boucher's New Job

Ken Boucher, formerly an account executive with Lord & Thomas, has been named San Francisco manager for Free and Steinberger. Walter Biddick, Pacific coast manager for the station representative outfit, did the designating.

For a year and a half Boucher served as executive v.p. of the Pacific Association of Advertising Agencies.

### 7 A. M. News Program

Waterbury, Vt., June 4.

Radio listeners in this part of the country get up early and like to hear a bit of news over the radio before going to work.

WDEV, local station, had been broadcasting news at 7:30 each morning, but after a flood of requests for an early broadcast is putting the news program on at 7 a. m.

## Radio Chatter

### New York

Marvin, with other Frankie and Gloria Price, played a quick return engagement at the Ritz theatre, Newburgh, whose owner, Eugene Levy, goes strongly for radio, like as headliners his vaudeville.

Marine poisoning put Cliff Carroll on the radio for the first time. However, it was Byron Snowden, Knickerbocker Press news broadcaster, who had the sick tummy and Carroll was called in as substitute over WOKO. No fan letter.

Edward J. Liggett of Ronceslaer, known as the Irish Tenor of the Air, will step to the altar sometime this month with Dorothy McNamara.

Herb Gordon's orchestra is playing at the Albany auto show and while it's carrying his music every afternoon. He will assume regular airings over WOKO from the Ten Eyck hotel on June 15.

WESG, Elmira, turns out a brand of publicity different from the ordinary run. For instance, a news release pointed out that there were 31 programs to be broadcast in a single day.

Ira Lehman, writer and director of, and actor in, "Headline Highlights," over WGY, has, since graduating from Emerson College, worked for the Jenkins Television Company in Jersey City, directed a children's theatre, played stock, done YWCA and Travelers' Aid Society work, and stored her hand at a department store job.

Bob McAllister is now an editor.

Always a Little  
Ahead of the Rest

THE

## SIZZ-LERS

For further information:  
HAROLD KEMP, NBC Artist Bureau  
Personal Direction, CHARLES A. BAYNE



MGM STUDIOS  
CULVER CITY, CALIF.

**ROY FOX**  
AND HIS  
**BAND**  
ON TOUR  
B.B.C. NETWORK

GREEK AMBASSADOR  
OF GOOD WILL

**GEORGE GIVOT**  
Loew's Deluxe Theatres

So. Direction

HERMAN BERNIE

1919 Broadway, New York

"The Singing Lady"  
**IRENE WICKER**

4th Year for W. K. Kellogg Co.  
All Material by Irene Wicker

Music by ALLAN GRANT

N.B.C.—WJZ 6:30 Daily

of WGY's "Farm Paper of the Air." Roger Sweet, tenor, and Marion Williams, soprano, now over WGY on early Friday evening commercial.

Raymond H. Deterick, who, under the name of Paul Curtis, tenor over WGY, sang in the choir in Almee Semple McPherson's Four-Square Temple at Los Angeles and later worked with the Pasadena Community Playhouse group under Gilmore Browne's direction.

### California

Following the walkout of Henry King from the KMTK "Mack and Henry" program, Tim Rice goes on to team with Jim McGuire, the "Mack" one of the combination.

Two new artists added to San Francisco stations, Carl Kroenke, vet leg player, going on the payroll of KFRC as a reader and character player and Pinkie Lee, monologist, getting a ticket with NBC starting on the network's Carefree Carnival Saturday night variety.

Mary Kirk returns to KNX, Hollywood, as staff blue singer. Joe Kane, radio rep for Iodent, on the Coast, sizing up disc shows with the possibility of contracting for some middle west brc casting.

Judith Poska is the new concert master of Jack Joy's orchestra on KFWB, Hollywood.

Going to 50,000 watts May 10, KNX this week issued a new rate card calling for a \$10 boost per 15-minute period.

Although he has been a booking agent for years, Ellis Levy, Frisco manager of the Thomas Lee artists bureau, proved to be a gullible country lad when he went to Los Angeles last week. Ten percent fell for the smooth talk of a city slicker and spent good money for a "funtour" that turned out to be so bad the Levy dog refused it for a pillow.

Dick Aurand is back at his KFRC, San Francisco, organ job after an appendectomy. Gertrude Lynn, dubbed by him as "the most beautiful woman in the world," has been seriously injured in an auto crash.

Robert Bowman is heading eastward after resigning as assistant production manager of KFRC, San Francisco.

Ruth Royle, blues singer from KKK, joins the KFRC staff this week.

Don Lee network is readying a radio line to go into the class Hotel Del Monte down the coast.

Ed Fitzgerald will spin on the broadcast from the Chinese temple exchange which CBS and KFRC will originate for a transcontinental June 1.

Ed Murphy is p. a. in Ralph Brunton's new network consisting of KJBS and the newly acquired KOW.

Wilt Gunzenhofer, vet orchestra leader, is now adding initials Lee in the name of his bureau at KFRC. Nannette LaSalle, NBC bluesetter, is blessed eventing these days.

### Tennessee

WLAC, Memphis, had a rabies scare in a big way last week when more than a dozen members of the organization to the melody following a scab dinner. Menu included home-made ice cream, and two days later the cow from which the cream came developed rabies. However, health officials agreed there could be no danger to sound as the cow had been pasteurized.

Buddy Michaux is proving one of WLAC's best bets.

Gene French's orchestra contributing half-hour of dance music for WLAC, Nashville, at 11 o'clock, with the exception of Monday and Tuesday, picked up from WOKO. WLAC is six miles on the Harding Road.

William J. Burnett, for more than 50 years a farm editor, talks each Wednesday morning at 6:45, broadcasting "Bill Burnett's Scrap Book" from WSM, Nashville.

John L. Clark, gen. mgr. of broadcasting division of Crosley Radio Corp., Cincinnati, put in several days of his N. Y. last week.

Jack Dempsey milked for Mail Pouch sports spin on WLW and "In Knot Hole Club" program on WSAL, May 31, while in Cincinnati to referee a boxing match.

Dorothy Frederick, soprano, a newcomer to WLW from Clancy Conservatory of Music, assigned to Friday afternoon sustainer with John Barker, baritone, and Wesley Boynton, tenor.

Carmela Valdes-Gallin, 16-year-old Cuban concert pianist, has returned to plan on staff of WLW, Cincinnati, and is featured in solos on the Los Amigos broadcasts.

### Ohio

### New England

Station WHDH has lost its Federal chain affiliation. Rumor has it that the web didn't care to have a short-hour station on the hook-up. Jack Atwood, WERI Boston announcer, made a hurried trip to New York the other day.

Knox Manning completes two years as WNEW's weatherman on June 1. Broke into radio via the WNEW outlet in Worcester, WORC. Gang at NBC, Boston, threw a surprise party for Walter "Cap" Myers' Thursday night at the Copley Plaza. Myers was in honor of his recent appointment.

Roland Wingate, whose talks, "Saving Gold Strokes," are broadcast on WCAQ, the weekly comes from a family of pros. Roland has been pro at the Country Club in Brookline for seven years; the rest of his family live in England. His sister, "Poppy," is pro at the Ravensworth Golf Club at Gates Head; brother Syd is pro of the four municipal courses at Leeds, and his father was a pro for thirty years and Miss Champion of England for three years.

Vermont American Legion uses WCAQ, Burlington, for opening of poppy sale.

Frigidaire dealers of Vermont are sponsoring a series of quarter-hour programs over WDEV, Waterbury. Zampolini Trio is broadcasting Italian music weekly over WDEV. WDEV's "Variety" over WTCI Playhouse; Guy Heddun's dramatic troupe, kids, farewell to the audience of the Hartford station in June. Has been on WTCI more than two years.

Jitney Players, group which is preparing for a season of summer stock at Madison, Conn., will begin a series of WTCI broadcasts June 6, their first offering to be a radio adaptation of the burlesque old-time melodrama, "The Streets of New York."

Harry Tishe and Milt Francis, being imported by WTCI, Hartford, to produce a weekly Thursday night feature to be known as "WTCI Variety Show," the first of the series to be transmitted May 31.

Ben Franklin, former music-arranger for Nat Shilkret, now a member of the staff of WTCI.

Len Berman, formerly pianist of the Merry Macdaps of WTCI, is now in New York writing special arrangements for Enid Madriguera, solo in Madison Hotel. WTCI's soloist, namely Tony Sacco, formerly soloist of the WTCI Merry Macdaps, who is now singing with Madriguera's band.

Harriet Lee, acquired by station WTCI as a member of its staff.

Two new announcers, each with experience at WTCI, will join the key stations of Columbia and NBC chains have been added to the staff of WTCI. They are Jerry Mohr and Paul Munroe.

Ed Smale and his Three Leaders and Dave Ringle and his Grandmatters quartet, both groups importations from New York, are being retained in the WTCI second weekly program, "The Traveling Hour."

Ed de Stephano, harpist of New York, has been added to the musical staff of station WTCI.

Mountain Melodeons, directed by Jimmy Milne, are alternating between WICC in Bridgeport to WTCI in Hartford for programs at both transmitters.

Bob White (not Chicago) called "The Purple Philosopher," is philosophizing six mornings a week from WTCI. White is a veteran whose experience includes broadcasting from KDKA, WTAM and other mid-western stations. His last stopping place was joining WTCI.

Frank Sherry is commuting from New York to Hartford to participate in a commercial transmitted by WTCI three evenings a week.

Sherry is tenor soloist with a band under the direction of Norm Cloutier, WTCI dance maestro.

Mountain Melodeons, directed by Jimmy Milne, are alternating between WICC in Bridgeport to WTCI in Hartford for programs at both transmitters.

Bob White (not Chicago) called "The Purple Philosopher," is philosophizing six mornings a week from WTCI. White is a veteran whose experience includes broadcasting from KDKA, WTAM and other mid-western stations. His last stopping place was joining WTCI.

Frank Sherry is commuting from New York to Hartford to participate in a commercial transmitted by WTCI three evenings a week.

Sherry is tenor soloist with a band under the direction of Norm Cloutier, WTCI dance maestro.

Werner AAA is sponsoring weekly automobile safety talks over WTCI, Waterbury.

Donald White is covering the lives and works of Vermont poets in a series of quarter-hour broadcasts over WNBX, Springfield, Vt.

Harry C. Whitehill, owner of WDEV, Waterbury, Vt., now and then files in as an announcer.

Burnett at WQDM, St. Albans, Vt., is picking up steam since change in management.

Donald Glynn, WXBK, Burlington, Vt., singer, does personal appearances at Ethan Allen Park ballroom.

Marge Hull's WICCasters went into Hotel Bond, Hartford, last week.

FRC granted WICC a special right to operate 12:30-1 a. m. Mondays to Fridays and 4:30-5 Wednesdays from June 11 to July 1.

Jimmy Milne and Mountain Melodeers done with their Crazy Water Commercial on WICC, Bridgeport, being groomed for pay-off.

Eric Peterson's Bridgeport orchak taking a fortnight of from Rhinelander Gardens, Westchester, to play North Carolina resort.

### Alabama

John Connally went fishing and came back longing for a chair but not daring enough to use it.

Luther Patrick on WBRC Sundays at 8:30 p. m.

Alva DeMarks, pianist at WBRC, has recovered from a bad injured hand received in an automobile accident and youngest announcers respectively were on the same program at WBRC recently.

Jimmie Jones, radio singer, joint amateur entertainers at Strand Theatre, Montgomery, for weekly engagements.

Mrs. Nina Mercer-Stone, owner of Iris Inn, gives a daily chatter on Iris Inn, deluxe and of the simpler sort over station WSFA, Montgomery.

Owners of WSFA, Montgomery, have contracted to spend \$10,000 making improvements at the radio station this including moving station to the top of the Jeff Davis Hotel.

Lloyd Towns, Paramount theatre manager, is proving to be quite popular with Montgomery radio fans during the Mickey Mouse program given by the Southern Dairies.

Howard Pitt, Montgomery station owner, took part in the recent Alabama invitation golf tournament.

John Holman, Y. M. C. A. secretary along with Millard Westcott, Boy Scout executive, have been given time on radio to promote interest in the summer camps to be staged by the two organizations this summer.

### Pacific Northwest

Abe Borovits, director of music for station KEX and KGW, Portland, celebrated his 10th anniversary with KGW Friday, May 25. Abe gave a special half hour concert over the station commemorating the occasion, playing some of the musical numbers he played on his first program back in 1934.

As the Circus Court of the Air of KEX, Oregon's court, discontinued its summer station, discontinuing it in a quandary as to where and how to get a judge to preside over the fall session. Circuit Judge W. A. Ekwall, now presiding officer of the Circus Court, is expected by his friends to be in Washington, D. C., performing his duties in congressional Circus Court a half hour each broadcast. Ekwall has long been a KEX feature and is one of the most popular humorous programs originating in Portland.

Ted Lewis, in Seattle for a theatrical engagement, was in the Music Hall, being interviewed over KOMO, Seattle, on the radio, broadcasting the Memorial Day exercises from the National Veterans' Cemetery.

Perlin Korssom, KOMO-KJR, Seattle, staff tenor, off on his third annual concert tour of North Dakota, Nebraska and Wisconsin.

Walter Lewis, the new program head at KOMO-KJR.

"Carnival Hour," radio-stage presentation of KOL, Seattle, playing Chehalis and Centralia, Wash., theates on the week-ends. Previously having performed at Olympia, Tacoma and Bremerton, the "Carnival Hour" is planning shows at Auburn, Taconia, Bellingham, and Victoria, B. C.

### Iowa

WOC-WHO to pick up national school band contest for NBC when it is held in Des Moines, May 31 to June 1-2. NBC to carry massed band of 5,000 instruments and to be under direction of Edwin Goldman and Artie Pyle.

KSO is taking its Sat. morning kid show from the Des Moines theatre to Riverview park for the summer. Show to be run by Al Morey and Dutch Schmidt, and sponsored by B and G Malted Milk Co., Colonial Baking Co., Martha Washington Ice Cream and Des Moines Co-operative.

KSO broadcasting events of the greyhound races at the White Derby. Al Triggs announcer.

Tune Tossers at WOC-WHO. To take the place of "Our Novelty" as we leave the Iowa barn-dance frolic for WLS barn-dance.

Ed Barrett, who announces for Morell's Red Heart dog food, awarded cans of dog food as orchids to local dog heroes over KSO.

Sally Rand and Ralph DePalma, on KSO for Ford's own party.

WOC-WHO's barn-dance frolic in person for opening of Riverview park hippodrome.

### North Carolina

Big showcase for installation at WBT, Charlotte, N. C., to be used by advertisers who wish to make displays of their products will be held at the WBT building and refrigerator clients are eliminated.

Jack Foster, former radio editor of the New York World-Telegram, wrote his first fan letter when he

Tuesday, June 5, 1934

scribed Lee Everett, program director at WBT, Charlotte, N. C., a note in praise of his early morning "Musical Clock" period. Foster is at Pine Crest Manor, Southern Pines, N. C.

John Frazer, newscaster for WSOC, Charlotte, N. C., was married last week to Margaret Jones, non-professional.

Doris Andrews, new vocalist at WSOC, Charlotte, N. C., has a 15-weeks' contract for one 15-minute program a week for the Charlotte Warholop.

Eli Kahn and his orchestra was on the air one and a half minutes over WSOC when Kemp played a dance here recently. After lengthy argument about picking up the mu-

(Continued on page 69)

### Milkmen's Station

WNEW, Newark-New York, is now operating its dance band parade until 8:30 a. m. and a further extension into the wee hours may follow. No other station in the Manhattan area has so many dance orchestras and such a long broadcast schedule.

Station is campaigning to put itself over as the dance music station. Roth Andrews' orchestra from King's Terrace, New York, broadcasts from 3:30 a. m. every morning.

### Columbo Back

Russ Columbo returns to NBC June 10 for a weekly quarter hour on the red (WEAF) link. It's a Sunday night assignment with the broadcast originating from the Coast.

Columbo has been off the network for about a year.

Spencer Dean-Dan Cassidy radio series, "Crime Clues, (Eno Saal's)" will be made into a series of motion pictures. William G. Smith and C. Burr of Hollywood acquired the screen rights last week.

## HENRY BUSSE

AND HIS MUSIC

### NOW

### CHEZ PAREE

Chicago

SCHLITZ BREWING CO.

Fri. 9:30 P.M. EST

Columbia Broadcasting Co.

## FRANK PARKER

Featured Soloist

### A. & P. GYPSIES

### GENERAL TIRES

First Tenor with

THE REVELLERS

### HOUR OF SMILES

With

FORTUNE HOFFA

JACK SMITH

IRWIN DELMORE

LIONEL STANDER

MINERVA DE

ELLEN DOUGLAS

LENNIE HAYTON'S IFANA

TRoubadours

Material by Fred Allen and Harry

Management Walter Batches

Wednesdays, 9:30 P. M. D. S. T.

WEAF

## VIVIAN JANIS

"ZIEGFELD FOLLIES"

CBS, Mon.-Fri., 12 Midnight

Solo Direction

HERMAN BERNIE

1619 Broadway

New York City

## EMERSON GILL

AND HIS ORCHESTRA

General Motors Exhibit

June 2-9, Cleveland

## New Business

**JACKSON, MICH.**, Swift & Co., local (Sunbright Cleaner), 60 announcements. Direct. WIBM.

**Barlow Bros.** (General Tires), three announcements daily, three years. Direct. WIBM.

**Michigan Bakeries**, Grand Rapids (bread), six weekly programs. Direct. WIBM.

**Standard Oil Co.** (gasoline), 26 announcements. Through McCann Erickson, Chicago. WIBM.

**Procter & Gamble** (Dreft), 80 announcements. Through H. W. Kasner & Son, Chicago. WIBM.

**Phillips Petroleum Co.** (Phillips 66), three announcements daily, six weeks. Direct. WIBM.

**Acme Quality Paint Co.** (paints), three announcements daily, six weeks. Direct. WIBM.

**Goodrich Silvertown, Inc.** (tires), 18 announcements. Direct. WIBM.

**Gem Products Sales Co.**, Camden, N. J. (Laundry Gems), 26 announcements. Direct. WIBM.

**Wesson Oil Co.**, New Orleans, La. (Wesson Oil), 36 announcements. Direct. WIBM.

**W. K. Kellogg Co.**, Battle Creek (Kellogg Pep), six announcements. Through McCormick & Ketcham, Detroit. WIBM.

**Stillman's Stores, Inc.** (department stores), 30 quarter-hour news periods. Direct. WIBM.

**Young's, Inc.** (jewelry), 120 time signals. Direct. WIBM.

**Miller, Inc.** (jewelry), 15 announcements. Direct. WIBM.

**Miller Dairies, Inc.**, Eaton Rapids, Mich. (ice cream), three announcements daily, 13 weeks. Direct. WIBM.

**Arctic Dairies, Inc.** (Detroiter Fleeting Arctic Ice Cream), three announcements daily, 13 weeks. Direct. WIBM.

**Eberle Biscuit** (Blue Star Star

Biscuit), three announcements daily, indefinite. Direct. WIBM.

**Tury Rose Furniture Co.** (Gruno and furniture), three announcements daily, 13 weeks. Direct. WIBM.

**Style Shop, Inc.** (women's apparel), three announcements daily, six weeks. Direct. WIBM.

**Watch Tower Society**, one half-hour transcription. Direct. WIBM.

**H. A. Automotive Co.** (service), three announcements daily, one year. WIBM.

**Gathmann Sales Co.** (Crosley & Leonard), 30 quarter-hour programs, 60 announcements. Direct. WIBM.

**White Laundry Co.**, Jackson (laundries), three announcements daily, 15 weeks. Direct. WIBM.

**Aurora Laboratories, Inc.** (chemists), 28, 15-minute programs. Direct. WIBM.

**SAN JUAN, P. R.**

**J. B. Williams Co.** (shaving cream and Aqua Velva), 13 weeks, with Orla Battalions soprano. Through Conquest Alliance. WKAQ.

**H. J. Heinz Co.**, 13 weeks, twice weekly, quartet. Through Conquest Alliance. WKAQ.

**CHARLOTTE, N. C.**

**B-C Remedy Co.**, Durham, N. C. continuation contract for 28 half-minute live programs, starting at 6:30 p.m. each evening except Sunday, known as the B-C Sports Review, contract ending May 1, 1935. Placed by Harvey Massengale Agency, Atlanta. WBT.

**General Motors Corporation**, Detroit, series 27, 100-word announcements, three each day, one evening, beginning May 31, 1934. Placed by Radio Sales, Inc., N. Y. C. WBT.

**Chevrolet Co.**, Detroit, series of 12 100-word announcements, three each day, one day, two night, beginning June 2, 1934. Placed by Radio Sales, Inc., N. Y. C. WBT.

**Pure Oil Co.** of the two Carolinas, continuation contract for 13 30-minute live talent programs on Tuesday nights from 9:30-10:00 p. m. the Pure Oil Minstrel Show, contract ending August 20, 1934. Placed by Freigart Advertising Agency of Atlanta, Ga. WBT.

**CINCINNATI**

**General Mills** began sponsorship June 4 of "Hymns of All Churches," WLW sustainer. Airings daily except Sunday 8:30-4:15 a. m., featuring Joe Emerson, "Bachelor of Song," with organ, violin and cello and mixed vocal quartet support.

**Orchestra** including WLW in NBC web for morning blurb, save Sundays, from 10:45-11 on "Painted Dreams" programs.

**DES MOINES**

**Deep Rock Oil**, inquiring microphone, six times a week, 22 weeks. Direct. KSO.

**Ford Motor Co.**, two quarter-hour programs, 26 announcements on Ford lawn party. (McCann-Erickson). KSO.

**O'Dea Motor Co.**, 78 chain break announcements. Direct. KSO.

**Angles Baking Co.**, 14 45-minute community singing broadcast from Greenwood park open pavilion under direction Ray Harrison. Direct. KSO.

**Stiegl Furniture Co.**, renewal, 84 announcements, 12 weeks. Direct. KSO.

**Hilemann Brewing Co.**, baseball scores daily by Al Triggs, 52 weeks. (Frederick Herendorn Productions). KSO.

**White Derby**, dog races and cabaret, six 15-minute remote broadcasts per week for 10 weeks. Direct. KSO.

**Flynn Dairy Co.**, 52 five-minute programs. (Battenfeld & all). KSO.

**Ponciano Fox Co.**, 52 five minute programs. (Lessing Adv. Co.). KSO.

**Des Moines Retail Bakers Association**, daily announcement for 12 weeks. Direct. KSO.

**Manbeck Motors Co.**, renewal daily announcement for four weeks. Direct. KSO.

**Colossal Baking Co.**, broadcast of primary election returns, June 4 (Tatral Adv. Co.). KSO.

**Thrift, Inc.**, 13 five-minute program. (Haag Adv. Co.). KSO.

**Sendol Co.**, six one-minute announcements per week, 13 weeks. (Haag Adv. Co.). KSO.

**Whitney Tire & Battery Co.**, renewal, daily announcement, four weeks. Direct. KSO.

**Des Moines Tent & Awning Co.**, daily announcement, 12 weeks. Direct. KSO.

**BALTIMORE**

**National Accounts** International Bedding Co. (White Cloud Mattress), 62 spot announcements. Placed direct. WABC.

**Norman Ogle Co.**, five minute dramatic sketch, transcription twice weekly, 13 times. Placed by Ruthrauff & Ryan. WABC.

**Gosman Co.**, seven spot announcements weekly, 13 weeks. Placed by Louis Shetter Agency. WABC.

**J. A. Turner Laboratories** (anti-polish), shopping service part. WABC.

**Orchard & Wilhelm Co.**, sponsors of Simmons Mattress Co. transcription, 15-minute transcriptions. Mon-

days and Thursdays, May 17 to June 20. WABC.

**Solarium Co.**, seven announcements weekly, nine weeks. Placed by

Theodore Newhof. WABC.

**Phillips Packing Co.**, Cambridge, Md., announcements, 13 weeks. Placed direct. WABC.

**McFornick & Co.**, e. t. announcements, 63 times. Placed by Van Dusen Agency. WABC.

**General Motors**, three announcements. Placed by Campbell, Ewald Co. WABC.

**General Bakelite Co.**, announcements, eight weeks. Placed by Barton, Durstine & Osborne. WABC.

**Ford**, three announcements. Placed by McCann-Erickson, Inc. WABC.

**Black Flag Co.**, 65 e. t. announcements. Placed by Fletcher & Ellsworth. WABC.

**Blue Chip Chemical Co.**, 26 announcements. Placed by John Queen. WABC.

**True Confessions Mag.**, two announcements. Placed by Critchfield Graves & Co. WABC.

**Jack Flag Co.**, 65 e. t. announcements. Placed by Fletcher & Ellsworth. WABC.

**Cross & Blackwell**, 64 announcements. Placed by Van Sant, Dugdale. WABC.

**Better Homes & Gardens Mag.**, two announcements. Placed by Coolidge Adv. Co. WABC.

**Local Accounts**

**Zimmerman Shoes**, 26 announcements. Placed by Louis Shetter Agency. WABC.

**J. R. Hunt & Co.** (Sparton refrigerators), one announcement. Placed direct. WABC.

**Arthur G. Graffis** (air-conditioning), 15-minute program, "At the Spinet Grand," once weekly, Sunday, 13 weeks. Placed direct. WABC.

**Gardner Nursery**, five-minute e. t. announcements, three times. Placed direct. WABC.

**Missouri State Fair**, 13 one-minute spots. Placed direct. WABC.

**Century Shoe Repairing**, shopping service participation, 13 times. Placed by Emory, Adv. Co. WABC.

**Martin J. Barry** (Hood Tires), 13 announcements. Placed direct. WABC.

**B. Mayer** (optometrist), two announcements weekly, 13 weeks. Placed direct. WABC.

**S. & N. Katz** (jewelry), seven announcements weekly, 26 weeks. Placed by Joseph Katz Co. WABC.

**Balto Commercial Bank** (renewal), weekly political talk by Frank Kent, 15 minutes. Thursdays. Placed direct. WABC.

**M. A. Achter**, shopping service participation, twice. Placed direct. WABC.

**Miss Livingston** (Harper Method), two shopping service participations. Placed direct. WABC.

**Parks & Hull** (Westinghouse refrigerator), five announcements. Placed direct. WABC.

**Apple & Bond** (insurance), seven announcements weekly, 13 weeks. Placed by Katharine Mahowald. WABC.

**Schmidt Baking Co.**, twice weekly announcements, 15 times. Placed direct. WABC.

**Louis Mazer & Son** (furniture), four shopping service participations. Placed direct. WABC.

**NASHVILLE**

**Pacific Electric Railway**, Tuesdays and Thursdays, 7:45-8 p. m., John Page, temp. KMTR.

**S. & O. O. L.** (medical), Monday, Wednesday, Friday, 7:45-8 p. m., Paul Lamkof, tenor. KMTR.

**Gillingham, De Solo-Promo** Agency, Sunday, Monday, Thursday, 10:15-10:30 p. m., Andrew trio, vocal and instrumental. KMTR.

**NEWARK, N. J.**

**Reid Ice Cream Corp.**, renewal, five weeks. Tuesday night, half hour, and an additional 20 weeks starting Jan. 29, with Borah Minevitch and John WOR.

**S. & O. O. L.** (medical), Monday, Wednesday, Friday, 7:45-8 p. m., Paul Lamkof, tenor. KMTR.

**Gillingham, De Solo-Promo** Agency, Sunday, Monday, Thursday, 10:15-10:30 p. m., Andrew trio, vocal and instrumental. KMTR.

**NATIONAL**

**Buck Motor Co.**, 20 half minute announcements, daily, beginning May 7. Placed by Campbell-Ewald Co. Detroit. WSM.

**Penru Co.**, evening time signals for week end by Ruthrauff & Ryan. WDKA.

**Kraft-Phoenician**, 32 participations in Home Forum program. Placed by Needham, Louis & Brorby. KDKA.

**Pennzoil Co.**, evening time signals for week end by Ruthrauff & Ryan. WDKA.

**St. Moritz Hotel**, New York.

**SOLO Direction** HERMAN BERNIE 1610 Broadway, New York

14 transcriptions material are personality interviews. WOW.

**Chicago, Milwaukee, St. Paul & Pacific Railroad**, announcement daily for ten days. WAAA.

**Kellogg Corn Flakes**, sponsor of baseball scores brought through the story of Baseball Headquarters Cigar Store, throughout season. WAAA.

**Iowa Master Breeders**, chick farm, renewal contract, announcement daily except Sunday, one month. WAAA.

**Sanitary Laundry**, renewal, announcement daily except Sunday, one month. WAAA.

**Stora Brewing Co.**, Old Saxon Beer, renewal, announcement daily except Sunday, one month. WAAA.

**Blatz Brewing Co.**, announcements twice daily, 15 minutes per week, beginning May 28. Placed through Buchanan-Thomas Agency. WAAA.

**Blatz Brewing Co.**, announcements twice daily, till forbud, began May 11. KOIL.

**Jordan Clothing**, Council Bluffs, renewal, June, announcements twice daily except Saturdays and Sundays. KOIL.

**Cadwallader Fur Co.**, announcements twice daily, till forbud, began May 11. KOIL.

**Jordan Clothing**, Council Bluffs, renewal, June, announcements twice daily except Saturdays and Sundays. KOIL.

**Cadwallader Fur Co.**, announcements twice daily, till forbud, began May 11. KOIL.

**Jordan Clothing**, Council Bluffs, renewal, June, announcements twice daily except Saturdays and Sundays. KOIL.

**Perkins Products**, 15 five-minute discas, "Treasure Stories," Tuesday and Thursday at 5:10. Placed direct. WCAU.

**Chevrolet Motors**, 12 100-word spot announcements, three daily, commencing June 2. WCAU.

**General Motors**, 27 one-minute announcements, from May 31 to June 16. WCAU.

**Watchtower**, religious program renewed for one year. WCAU.

**PORTLAND, ORE.**

**Bernards and Hartman** in room, three announcements on Cooking School. Through station KGW.

**D. J. J. Colton**, dentist, three times weekly, announcement service, one year. Through station KGW.

**Portland Theosophical Society**, announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

**Western Dairy Products Company**, nine announcements. Through station KGK.

## SEATTLE

**Permanent Mothproof**, series of 13 announcements, three a week, started May 25. KOL.

**Last Fifth Avenue Shop**, three announcements a week, started May 25. KOL.

**Bushwood**, two quarter-hour programs. started May 25. KOL.

**Reo Motor Co.**, 13 announcements between May 22 and June 8. KOMO.

**Protective Diet League of Calif.**, series of 5 five-minute discs, between May 22 and Dec. 12. KOMO.

**Ice Delivery Co.**, series of 26 one-minute spots a week, starting May 22. KOMO.

**General Motors Corp.**, series of 27 one-minute spots, three a day, starting May 31. KOMO.

**Schoenfeld Bros.**, 10 announcements over KJR and 10 over KOMO, starting June 6.

**Rochester Standard Furniture Co.**, 26 announcements. WOL.

**Barnett Auction Co.**, hour periods. WOL.

**Western Apparel**, announcements. WOL.

**Lute's Fifth Avenue** (women's apparel), 26 announcements. WOL.

**Permanent Moth Proofing Co.**, 15 announcements. WOL.

(Continued on page 67)

# GLEN GRAY AND HIS CASA LOMA ORCHESTRA

COLUMBIA BROADCASTING SYSTEM

BRUNSWICK RECORDS

## CAMEL HOUR

Just completed 26 weeks—52 broadcasts—as principal feature of the Camel Caravan, WABC-CBS, for the R.J. Reynolds Tobacco Co.; William Esty and Company, Advertising Agency.

## COLONNADES

Just completed 24 weeks at the Colonades of Essex House in New York City, the entire first season of a room which, with Casa Loma, has set dine-and-dance records.

## DANCE TOUR

Just completed 3 weeks of dances in the East, a tour which established new dance records in Massachusetts, Connecticut, Pennsylvania and North Carolina with successive \$10,000 weeks.

## GLEN ISLAND

Just opened for a second season at Glen Island Casino, New Rochelle, New York, to business averaging 30% above last summer—and last summer was sensational!

## COLUMBIA

The Casa Loma Orchestra may be heard in summer sustaining broadcasts from Glen Island over WABC and the entire coast-to-coast network of the Columbia Broadcasting System.

PERSONAL MANAGEMENT F. C. O'KEEFE

ROCKWELL-O'KEEFE INC. ARTISTS' REPRESENTATIVES

BUILDING - ROCKEFELLER CENTER - NEW YORK CITY - CIRCLE 7-4886

## Chi Expo Helps Recording Biz, But Fair Bosses Against Din

**Chicago, June 4.** Nature takes care of its children and especially radio disc manufacturers. While the regular ether biz has fallen into a pre-summer slump the studios don't have to worry since World's Fair commercial biz has taken up the slack. Some 45 commercial exhibits at the fair have rushed into the local studios to make canned talks, plugs and explanations.

Among them are such heavy-duty spenders as Stewart-Warner, Simmons Beds, Cudahy, Armour, Swift, Union Carbon and Carbide, Denham, Sinclair Oil, Firestone, Libby, Adventureland. Not much eoi in it for the talent field since most of the discs have only a single spieler.

However, a new angle has cropped up in the guise of actual Fair opposition to these spilling discs. Fair has passed a ruling that all exhibitors must get a permit and disc okay before any platter will be allowed. Fair wants to keep the various exhibits as quiet as possible. Last year they received a flock of squawks about the hubub and pandemonium caused by a dozen loudspeakers all howling at the same time.

### Strictly-by-Ear Band Confounds ASCAP'S \$250 Suit in Balto

**Baltimore, June 4.**

On the premise that musicians can better remember numbers they play than can another musician who just sits in and listens, Judge William C. Coleman dismissed a suit brought by ASCAP against Retzler's Garden, a downtown bistro, last Thursday (\$1).

ASCAP had sued for \$250 on grounds that a four-piece orchestra had played "Talk of the Town" during a masked ball that was held in the beer spot, which does not pay an ASCAP tap on grounds its orchestra never plays any tunes controlled by the society.

The four musicians testified that they play by ear only and do not know any tunes but the old ones our parents taught us. They insisted their entire repertoire consisted of but "Golden Slippers," "Turkey in the Straw," "When You and I Were Young, Maggie" and "Dan Tucker."

Edward Eischenbrandt, attorney for John Retzler, operator of the nite spot, said it was his notion that modern songs utilized the old-time tunes to such an extent that it would be difficult for even a musician to know just what was being played by an orchestra if he were not definitely told the tag of the piece. Judge Coleman concurred with the attorney.

### Patron Dies Following Omaha Nite Spot Fight

**Omaha,**

Boat, one of town's more recent night spots, was scene of a dispute Wednesday (30) which resulted in the death of Edward Chris, 34, of Lincoln, visiting in Omaha over Decoration day. Chris visited the spot with a friend and, after some disturbance, two were asked to leave the club. Heated controversy at door ended with Chris' being struck and knocked unconscious.

He died an hour and a half later. Llans Mortensen, doorman of the Show Boat, is held for investigation.

### New Mex. Casino

**Mexico City, June 4.**

Three American show girls, Dorothy Ates and Faye and Mayo Le Roy, are featured in the floor show of the Foreign Club, a \$600,000 playground and gaming casino that has opened up in a local suburb.

Show is directed by Robert Gillett, who doubles as orchestra leader.

### What Radio Did

**Toronto, June 4.** Check-up here reveals that the three phonograph record companies in Toronto, whose sales soared skyward in 1934, have fallen by the wayside since the introduction of radio entertainment.

One record manufacturing company is out of existence, one doesn't manufacture records any more, and the third is selling radios. The leading piano manufacturer claims that sales are less than 17% of 1934, and the market for player-pianos and music rolls is nil.

### Whiteman Turns Tables on Graves, But Still Out \$250

**Paul Whiteman is now \$9,750 up on Frank E. Graves, the Albany, N. Y., King of Jazz.** One difference in the equation, however, is that Graves collected his \$250 in cash while Whiteman will have to go through the process of attachment and whatnot before the \$10,000, which a sheriff's jury in the New York Supreme Court awarded him last week, is actually his.

Graves sued Whiteman about two years ago on the grounds that the latter usurped something that was not his when he used the title of "King of Jazz" in a picture he made for Universal. Graves claimed that he had been using that tag from away back.

After Whiteman had settled the issue by paying \$250 to the Albany maestro, he found that Graves was violating a New York State statute by reprinting the Whiteman photo on advertising circulars without obtaining the required permission. In his plea to the court, Whiteman asked for a permanent injunction against Graves' continuing the practice and damages of \$25,000. Gilbert & Gilbert did the litigating for Whiteman.

### UNION NIXES KYSER'S GM EXHIBIT DATE

**San Francisco, June 4.** Musicians' Union nixed Kay Kyser's band for the General Motors show, June 2-10, holding that the travelling band, which just closed at the Bal Tabarin, couldn't play two consecutive jobs here.

GM palm then went to Grin Williams-Jim Walsh and their Mark Hopkins band, and Jess Stafford's Club Tivoli orchestra, Williams-Walsh taking the afternoon shift and Stafford the nights. Stafford has a leave of absence from the Tivoli for the week, with Don Vinton's band subbing.

Kyser is doing one-nighters in this area before opening at the Mira Mar, Santa Monica, June 7.

### Garmaise Out of Mills

A. E. Garmaise has withdrawn as general counsel for Mills Artists, Inc. Garmaise became associated with Irving Mills about four weeks ago, occupying an office in the latter's layout and assuming the task of passing on all contracts and copy rights.

For 20 years, up until 1933, Garmaise had been connected with Columbia Phonograph, serving in turn as export head and general counsel.

### Reg Connally Sails

Reg Connally of Campbell-Connally, London music pub. sails for England Saturday (9) after several weeks here.

He placed some 15 numbers with American publishers, including several English film-musical tunes.

### BROCKMAN'S RHAPSODY Readied With Music for H'wood Bowl Aug. Premi

**Hollywood, June 4.** David Brockman, former head of the Universal musical department, has written the words for a rhapsody, "Harlem Is Heaven," to which Clarence Muse has provided the music.

It will be first revealed at the Hollywood Bowl, Aug. 11, when Brockman will lead the orchestra and Muse will chant aided by a colored chorus of 200 voices.

### LONDON'S NIX ON FOREIGN BANDS

**London, May 25.** Orlando and his Argentine Orchestra have been refused a permit to play in London. Orlando was willing to bring over only two of his eight originals and supplement the rest with local musicians, but Ministry of Labor gave flat refusal. Cafe de Paris management was ready to engage band, but deal is off.

It was suggested by the Ministry that band would be allowed to play vaudeville dates, and when it was hinted that Cab Calloway, brought over to play vaudeville, was also permitted to play one-night stands in London restaurants, Ministry admitted they made mistake in granting restaurant permit, but added it would never occur again under any circumstances.

### Union Asks Upstate New York to Boycott All Non-Union Spots

**Albany, June 4.** When you see the "Gold Sign" you'll know you're listening to a union orchestra, but if you don't see such a sign, scream out. That is the theme of an appeal directed to the public in this section, through the medium of newspaper advertising, in an effort to point out indirectly such night clubs, restaurants, hotels, dance halls and other places that have non-union bands.

The ad says: "Wherever there's music look for the Gold Sign: Musicians playing here are members of the American Federation of Musicians. Affiliated with the A. F. of L. The above sign is an emblem worthy of being taken into consideration by all who believe in a fair wage. You are asked to help by patronizing these places of entertainment. You will be assured of the same co-operation and service that they are giving to the musicians."

There follows a list of places using union men.

### Madreguera Gets Edge In Breach o' Promise Suit

**Madreguera, Waldorf-Astoria dance maestro who opens shortly at Vivian Johnson's Monmouth, N. J., won a point in the \$100,000 breach of promise suit brought against him by Gay Delys, chorus girl, when the Appellate Division of the N. Y. Supreme Court reversed an order for examination before trial. The bandman need not now be cross-examined as to his income and other salient details. Instead, Miss Delys has been assessed the costs and the suit must proceed to trial in normal manner.**

Action is allegedly an aftermath of the Monte Carlo engagement last summer, which took Madreguera's band and an entire American troupe to the Riviera. Miss Delys alleged the maestro had promised to marry her in London, where the M. C. Revue finished. Madreguera proved on appeal, through attorney J. T. Abeles, that he hadn't been to London in the past eight years and that he only knew Miss Delys during their two weeks' engagement at the French resort.

## ASCAP Contract in Abeyance Pending Pubs' Settlement of Own Differences

### No Acrobats?

**Omaha, June 4.**

Tom Knapp, city welfare department inspector, has come forward with plans for producing a nite club floor show that will revolutionize entertainment in Omaha—that will be as clean as it is entertaining. Knapp's show will struggle along without suggestive stories and profanity, jazz of any kind, unbecoming displays and juvenile girl entertainers.

Instead his show will feature a professional cast with ability to dance and sing, dance band that can play the old ballads and the better light operas, troupe of completely clad chorus girls, and lines that have meaning and not suggestiveness.

Romberg voiced the opinion that there was little likelihood of the extension contract receiving approval from the Society's members before the end of October. The writers, he said, are deferring their new demands until the various publisher factions in ASCAP show indications of getting together and settling their differences. As the contract now stands, he added, it is anything but in shape to submit to the writers for discussion.

Publishers as a body held their first meeting on the new contract last week. Copies of the agreement as drafted to date were distributed among those attending, with the suggestion that they study it and turn in their suggestions for modification to John G. Paine, chairman of the Music Publishers Protective Association, who in turn will pass them on to the publisher members on the ASCAP board.

Pubs at the gathering were informed what provisions of the agreement members of the ASCAP board agreed upon. They were also advised that if the majority favored making the term of the new contract 10 years instead of five it would be so urged by their reps on the Society's directorate. Present contract between ASCAP and the membership expires at the end of 1938.

Code has just come through its 11th revision. This time the revamping was done by the NRA legal department, which so changed the language of the instrument as to make it conform with the criminal statutes.

How the standard publishers as a body will react to the re drafted covenant will be made known when the Music Publishers' Association holds its annual convention in New York this week. Simultaneously holding its yearly get-together and also in New York is the National Association of Retail Sheet Music Dealers.

### MILLER LOSES \$20,000 SUIT AGAINST WITMARK

**Bob Miller, formerly professional manager for M. Witmark & Sons, last week lost the \$20,000 suit which he brought against this Warner Bros. affiliate for breach of contract. Justice Walsh, in N. Y. Supreme Court, returned a verdict in favor of the publishing firm after listening for two days to the facts at issue.**

Miller contended that the contract which brought him into the company became automatically renewed for a term of two years when Buddy Morris, Witmark gen. mgr., continued his services beyond the expiration date. In his complaint, Miller claimed that his discharge by Morris about a year and a half ago was in violation of the extended contract. He also sued to recover two salary slashes imposed while the original agreement was in force.

### Coslow Back

**Sam Coslow is back from a vacation-his trip to London, and returns to the Paramount studio, Hollywood, after sojourn in New York for a week or so.**

While abroad Coslow will establish outlets for portions of his catalog, and also acquire the American rights to recent releases of French composers.

Until the publisher members signs of agreement among themselves on the provisions of the new American Society of Composers, Authors and Publishers contract, no move will be made to get the writer contingent to approve the document. Sigmund Romberg, presx of the Songwriters Protective Association, so declared himself last week when asked whether he intended to submit a draft of the ASCAP contract to the SPA membership.

Romberg voiced the opinion that there was little likelihood of the extension contract receiving approval from the Society's members before the end of October. The writers, he said, are deferring their new demands until the various publisher factions in ASCAP show indications of getting together and settling their differences. As the contract now stands, he added, it is anything but in shape to submit to the writers for discussion.

Publishers as a body held their first meeting on the new contract last week. Copies of the agreement as drafted to date were distributed among those attending, with the suggestion that they study it and turn in their suggestions for modification to John G. Paine, chairman of the Music Publishers Protective Association, who in turn will pass them on to the publisher members on the ASCAP board.

Pubs at the gathering were informed what provisions of the agreement members of the ASCAP board agreed upon. They were also advised that if the majority favored making the term of the new contract 10 years instead of five it would be so urged by their reps on the Society's directorate. Present contract between ASCAP and the membership expires at the end of 1938.

### Clicquot Club Band Tours by Auto on %; Local Radio Tieups

**Harry Reser and his Clicquot Club Entertainers are set on an entire summer's dance tour opening in Washington, N. C., tomorrow (Wednesday), booked through Charles N. Green. Reser is traveling in a motor bus for his band instruments and a fleet of six new Chevrolets for his men, making all jumps by motor.**

Deals on percentages and guaranteed, latter alone underwriting the tour. Tieups with radio stations, local band instrument people, etc., all along the route.

Green already has the Connie's Inn floor show out with LeRoy Smith's band offering the dance music with the colored cabaret review doing its stuff on the ballroom floors as a dance hall novelty attraction. Likewise set for three-four months over the summer through the south, midwest and southwest territories.

### Jack Mills Sailing to Straighten French Tangle

**Jack Mills sails for Paris Saturday (9) with the intention of trying to straighten out the tangle between Editions Salabert and Lawrence Wright over the French rights to "Stormy Weather." Through a misunderstanding of cables, both firms came out with publications of the song.**

While abroad Mills will establish outlets for portions of his catalog, and also acquire the American rights to recent releases of French composers.

### 10-Yr. Stretch Ends

**San Francisco, June 4.** John Wolohan has bowed out of El Patio ballroom after 10 years, on and off, at the ace Market street fiddery. Wolohan goes into the reopened Trianon on Steiner street, an in-and-outter that has been rechristened by George Schomer after being dark for some time.

Leonard Mojica's band, from Los Angeles, opens at El Patio June 14, booked by MC.

### Miller, Berle's Spot

**Bill Miller and Phil Berle will back the floor show in the Horseshoe Club, new night in Coney Island.**

Show opens June 12.

# Brunswick Take-Over of Columbia Not Worked Out; Kapp Probable Boss

Brunswick's takeover of Columbia Phonograph Co., Inc., is still an up-in-the-air proposition pending financing from Decca of London, for which purpose E. R. (Ted) Lewis, managing director of the British dist. firm, came to New York. Lewis sailed back Friday (1).

Brunswick's scrapping of Columbia or building it up was a moot question ever since the mysterious Sacro Enterprise, Inc., stepped in and acquired the assets of Col. Latest move is not to scrap Columbia but build up that outfit for electrical transcriptions, etc. Brunswick would benefit directly from taking Columbia's vast stand-alone catalog and other assets.

Talk of Jack Kapp, general manager of Brunswick, moving over to Col. as its directing head, persists. Kapp disclaims any knowledge thereof, saying that if anything he might serve in a consulting capacity. Selvin, long recording manager for Columbia, stays on a piece work basis. When there are records to be turned out he will serve as musical director. Arrangement will give him the maestro of eight records a month. Selvin has other interests, notably as head of his own standard orchestra unit for radio commercials.

Lewis' feelings on this side have been with Herbert J. Yates, head of Consolidated Laboratories and controlling stockholder of Brunswick, who, under the Sacro agreement, was to share on an equal basis the ownership of Columbia. Purpose of Lewis' visit was to take up Decca's option on the Columbia buy.

One viewpoint of the recording trade is that Decca's partnership in Columbia will cut deeply into Brunswick's income. Major share of Brunswick's revenue has been from the sale of masters to Decca. With the latter company, half owner of Columbia the master business will be tossed to Columbia, leaving both Brunswick and the American Record Co. out in the cold as far as this British source is concerned.

## CHI CABARET THEATRE FOLDS; \$75,000 LOSS

Chicago, June 4.  
Cascades, local theatre club, folded Friday (1) after a three-week washout attempt at show business by a converted architect, Andy Reboli. Reboli had sunk about \$75,000 into the huge Auditorium and then produced the show himself.

House will reopen this coming Friday (8), with the spot booked and handled by Billy Diamond. Will keep the Lottie Mayer dancing act, which has a four-week contract, and add several other vaudeville turns.

### FRED ERDMAN RESIGNS

Phonograph Expert Leaves Victor's Chi Office

Fred Erdman, rated among the top booking experts in the commercial disc field, resigned last Friday (1) from RCA Victor after over 10 years of service with the company. Erdman's title was manager of the company's repertoire department. Duties filled by Erdman have been taken over by Eli E. Oberstein, who also retains the assignment of recording manager.

Erdman started with Victor in the sales department as head of the Cleveland district. He has also served as recording manager for the company. Erdman's next move is not settled. He has three propositions to choose from.

### Free Dancing With 5c Beer Puts Crimp In Reg. Terp. Spots

#### Lincoln

Sip and shimmy joints have definitely given ball room dancing a blow here. There's about 15 such places in or near the downtown district where instead of spending a jitney for a dance, it goes for astein and you get all the wiggle you want thrown in. On these 102 to 105-degree days, plenty of the cold froth is slurped up, so the house does oke.

Where there were five dance spots which vied for the shuffle-trade with name bands and other novelties, two are now completely dark and the others bare hanging. It is estimated that it takes on some of the peer-and-gallop joints runs over \$1,100 for the week and employ as many as 25 people. Two of them have 15-minute radio programs each evening, so the public can listen in on the din and dancers.

#### Owner Eats Elsewhere

#### Pittsburgh, June 4.

After spending the entire season at the Plaza cafe, Etzi Covato's band has moved to Babette's Golden Inn, Atlantic City, for summer. Covato was co-owner of Plaza. He'll be back in September.

#### O'Keefe Okayed

#### Hollywood, June 4.

James O'Keefe, business manager of the Fox studio music department, is set for another year.

Studio has given him a new 12-month contract.

#### Accused Bandman

#### New York, June 4.

In the meantime, got to two members of the ASCAP directorate with his version of the dispute. He contended that even though he wasn't given a generally annotated treatment on paper, the arrangement his combo played was not the same as the publisher's stock orchestration. What he had done, said the leader, had been to give the number a "mental reconstruction," and as long as this version differed the slightest from the stock arrangement he contended that he had kept his part of the agreement.

Rules of the Music Publishers Protective Association, of which the complaining publisher is a member, specifically prohibits the compensation of band leaders for special arrangements.

Shapiro, Bernstein & Co. claims that a Walter Donaldson melody included in Metro's "Hollywood Party" is an infringement on a tune that the composer placed with the former firm nine years ago, and has so notified the producer and Robbins Music Corp., which is publishing the "Party" score. Number complained about in the MGM release is "I've Got My Moments."

Allegation made by Shapiro, Bernstein is that the "Moments" composition is a repeat on "Where the Bamboo Babies Grow," which Donaldson co-authored with Lew Brown.

Top monthly income from radio discs was collected by the Music Publishers Protective Association during May. As the collections stood at the end of last week, the MPFA is due to distribute over \$7,000 among the members June 1.

For the initial five months of 1934, the MPFA has garnered from transcription sources around \$30,000. Outstanding on licensee fees of a similar nature is \$15,000, while the income to date from radio is 30% better than it was a year ago.

Ben Pollack's doubling into two nity engagements in N. Y., at the Hotel New Yorker, where he opened June 1, and at the Casino de Paree, where he has been for some weeks, is unusual because of the coincidence of both bookings. However, in view of the long show at the Casino, which Charles Drury conducts, Pollack has plenty of personal layoff although his band performs.

For the N. Y. hotel engagement Pollack organized another combo.

Just as the 1929 Fox "Movietone Follies" introduced the Breakaway, Warners is getting behind one of its coming pictures in hopes of establishing a new dance craze. Bobby Connelly, under contract at the Burbank studio, has worked out a new ballroom idea which will be put into "Filtration Walk." In about six weeks the company will send out crews of dancers to introduce it around the country in advance of release of the picture.

Latest catalog of British Brunswick contains a recording of songs by 10 Hollywood and London names on its two sides.

The group, probably the most names collected on any one platter, are Al Jolson, Marlene Dietrich, Kate Smith, Bing Crosby, Mae West, Carl Brisson, Gertrude Lawrence, Violet Lorainé, Gordon Harker and the Street Singer (Arthur Tracy).

Couple of song writers on the Coast have put themselves in the exclusive class and will not permit the agency handling them to handle any of their contemporaries.

This came to light when another well known writing team wanted the agency to represent them.

All of the Franz Lehár music is retained in Metro's "Merry Widow." Only new numbers so far as known is "It Must Be Love," by Rodgers and Hart, which is sung by Jeanette MacDonald and Maurice Chevalier.

This is the same title of a song written by Harry Archer for one of his Vanderbilt theatre shows.

#### Sole Direct

#### HERMAN BERNIE

1619 Broadway, New York

Thanks to J. C. Stein and Clifford Fisher

### Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

WEAF  
WJZ  
WABC

Beat of My Heart.....	24
String Along With You.....	23
Love Thy Neighbor.....	23
Love Go Wrong.....	22
Little Man Busy Day.....	22
May I.....	22
Have My Moments.....	21
Easy Come Easy Go.....	19
Cocktails for Two.....	18
So Help Me.....	18
100 Goodnites.....	17
All I Do Is Dream.....	17
Hat's on the Side of.....	17
Wish I Were Twi.....	14
Hold My Hand.....	14
Know It's Sunday.....	14
Night on the Desert.....	14
Practice What Preach.....	13

### Night Club Reviews

#### MARDEN'S RIVIERA

Englewood, N. J., June 1. What the Casino de Paree has been to New York's nite life this winter as a signal click and a money-maker, Ben Marden's Riviera, hanging on the Palisades cliffs at Englewood, N. J., just across the new George Washington Bridge, has taken over the trade. What Billie Rose's venue has done for the Casino de Paree Harry Richman single-handedly is doing for the Riviera.

In dollars and cents the Riviera is parring the top paces of the competitive Casino, having run well over \$30,000 a week gross on each of the first two weeks. Richman on his guarantee and arrangement has taken out over \$6,000 for his end each week and Ben Marden at each payoff tells his star he'll be delighted to make out the checks for more, for the obvious reason that when he pays off to that extent there's plenty of gravy all around.

There's an element of the scales balancing themselves, incidentally, in this bullish biz for this roadhouse because Marden couldn't get to first base last winter when he inaugurated his Palais Royal in the face of the stiff opposition from the Casino and the Hollywood (Valley), not to mention the Paradise and other competitive spots. Marden thought he could bring back the Palais Royal of halcyon Broadway memory and went plenty on the nut in redecorating the room, and while he started catching on a bit better towards the end he has yet to make that enterprise click. However, he'll more than offset everything with the Riviera this summer. He again returns to that Palais in the fall.

Richman as the particular satellite is also a reverse-English on the conventional cafe booking. Marden (Continued on page 57)

### Usher Lands

Following an audition for N. T. G. arranged by a friend, Buddy Alia, tenor, went into the Paradise, N. Y., Sunday night (3) as a regular feature of the show.

Alia, an usher at Loew's Orpheum, has been broadcasting on indie programs.

### Inside Stuff—Music

Scramble among publishers to have their songs plugged on the air by indiscriminate paying of leaders for special arrangements, took a diverting turn when one pub took his plaint about being "double crossed" by a hotel bandman to the American Society of Composers, Authors and Publishers. He demanded that the society do something as to getting back the \$25 he paid a leader for a special arrangement that didn't materialize.

Accused bandman, in the meantime, got to two members of the ASCAP directorate with his version of the dispute. He contended that even though he wasn't given a generally annotated treatment on paper, the arrangement his combo played was not the same as the publisher's stock orchestration. What he had done, said the leader, had been to give the number a "mental reconstruction," and as long as this version differed the slightest from the stock arrangement he contended that he had kept his part of the agreement.

Rules of the Music Publishers Protective Association, of which the complaining publisher is a member, specifically prohibits the compensation of band leaders for special arrangements.

Shapiro, Bernstein & Co. claims that a Walter Donaldson melody included in Metro's "Hollywood Party" is an infringement on a tune that the composer placed with the former firm nine years ago, and has so notified the producer and Robbins Music Corp., which is publishing the "Party" score. Number complained about in the MGM release is "I've Got My Moments."

Allegation made by Shapiro, Bernstein is that the "Moments" composition is a repeat on "Where the Bamboo Babies Grow," which Donaldson co-authored with Lew Brown.

For the initial five months of 1934, the MPFA has garnered from transcription sources around \$30,000. Outstanding on licensee fees of a similar nature is \$15,000, while the income to date from radio is 30% better than it was a year ago.

Ben Pollack's doubling into two nity engagements in N. Y., at the Hotel New Yorker, where he opened June 1, and at the Casino de Paree, where he has been for some weeks, is unusual because of the coincidence of both bookings. However, in view of the long show at the Casino, which Charles Drury conducts, Pollack has plenty of personal layoff although his band performs.

For the N. Y. hotel engagement Pollack organized another combo.

Just as the 1929 Fox "Movietone Follies" introduced the Breakaway, Warners is getting behind one of its coming pictures in hopes of establishing a new dance craze. Bobby Connelly, under contract at the Burbank studio, has worked out a new ballroom idea which will be put into "Filtration Walk." In about six weeks the company will send out crews of dancers to introduce it around the country in advance of release of the picture.

Latest catalog of British Brunswick contains a recording of songs by 10 Hollywood and London names on its two sides.

The group, probably the most names collected on any one platter, are Al Jolson, Marlene Dietrich, Kate Smith, Bing Crosby, Mae West, Carl Brisson, Gertrude Lawrence, Violet Lorainé, Gordon Harker and the Street Singer (Arthur Tracy).

Couple of song writers on the Coast have put themselves in the exclusive class and will not permit the agency handling them to handle any of their contemporaries.

This came to light when another well known writing team wanted the agency to represent them.

All of the Franz Lehár music is retained in Metro's "Merry Widow." Only new numbers so far as known is "It Must Be Love," by Rodgers and Hart, which is sung by Jeanette MacDonald and Maurice Chevalier.

This is the same title of a song written by Harry Archer for one of his Vanderbilt theatre shows.

### CHI COPPS STOP DELLS-DUCHIN OPENING

Chicago, June 4. Opening of the suburban Dells dine-and-dance spot was stopped by the police, who kept some 200 couples away from the club. Eddie Duchin and band were brought from New York to start the year's festivities at this Sam Hare-Louis Silversmith spot, but they're still waiting around.

Blockade of the roadhouse was ordered by State's Attorney Courtney.

Courtney has stated that the Dells would not reopen as long as either Hare or Silversmith are connected with it.

Appeal had been made to the courts here to restrain Courtney from interfering with the niter, but the judge refused to issue any such injunction.

Closing of the Dells, one of the country's best-known roadhouses, and long immune from any official molestation at its Morton Grove, Ill., retreat just outside of Chicago, was a surprise all around. It was padlocked by the Chi gendarmes on its first day for sundry reasons.

It was Eddie Duchin's orchestra's debut in Chi as the name attractions at the roadhouses. The Dells has been a very worth-while summer stop-gap for the country's best dance bands, paying top prices, and hence quite a blow to the maestros if the official fire should persist.

Duchin was forced to essay a makeshift dance tour heading coastward, barnstorming his way into Los Angeles, due to the sudden shut-down.

### Pavilion Buoyed To Mark Fischer's Cabaret Comeback

Louis Fischer, veteran cabaret man, formerly operator of the old Reisenweber's and now on the N. Y. City Liquor Control Board, will probably mark his nite club comeback with John Steinberg as partner in Pavilion Royale, on the Merrick road, N. Y.

If consummated, Fischer will buy out Joe Moss and Jacob Amron's interest in the roadhouse, leaving Steinberg and Fischer as sole partners. This is the spot Rudy Vallee returns to next month.

Steinberg would continue doubling with Casino de Paree and Billy Rose's new Music Hall, which opens shortly and of which John (formerly John and Christo) is general manager. Christo is now in the Likker biz., having bowed out as John's partner.

### Music Notes

enne Grossman and Harry Akst are writing lyrics and music for three songs for "Marie Gallante" at Fox. Team just finished three for "Servants' Entrance" at the same plant.

Henri Gendron's band is now playing aboard the Paradise Ship, Troy, N. Y., Benny Moroff's Enter-tainers having moved elsewhere.

Fletcher Henderson won't as previously scheduled, replace Jimmy Lunceford at the Cotton Club, Mills. (Continued on page 88)

### An Old Friend

#### JOHNNY HAMP

A favorite wherever he plays. Now with his orchestra at the Blossom Heath Inn, 11th St., Clair Shores, Mich. Hear him!

"I'VE HAD MY MOMENTS"

"ALL I DO IS DREAM OF"

"SLEEPY HEAD"

"THANK YOU FOR A LOVELY EVENING"

"EVERYTHING'S GOOD"

"HOT DOGS AND SPASIBELLA"

"I THOUGHT IT WAS GOOD NIGHTS"

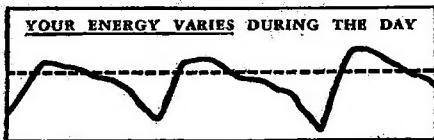
### ROBBINS MUSIC CORPORATION

199 SEVENTH AVENUE

NEW YORK

# NEWS!

## Science Reveals Important New Facts for Smokers!



### *Camel Smokers can verify these facts!*

A famous New York research laboratory announces a basic discovery that throws new light on our past knowledge of cigarettes. It embodies an "energizing effect"...a quick restoration of the flow of natural body energy...an experience well known to Camel smokers. When you smoke a Camel you feel an almost

immediate relief from fatigue. You have released and made available the latent energy in your body. You've helped your body to help itself. During the day your energy curve hits certain low points. Camels raise your flow of energy...quickly, conveniently, and without jangling your nerves.

### There's a "Lift" in CAMELS that drives away Fatigue and Irritability

Feel "all in"? Then's the best time to light a Camel. It's cool and fragrant and delightful...but far more important than that, it brings your flow of energy up from the depths!

You feel fatigue vanish. Irritability seems to slip away. And you go back to work—or play—with the energy and cheerfulness that are naturally yours.

#### YOU'VE HAD THE EXPERIENCE... HERE'S THE EXPLANATION!

This experience is no news to Camel smokers. But the explanation is news—and good news—to everyone.

The "lift" you get from smoking Camels is simply a release of the natural latent energy in your body. In other words, you have helped your body to help itself...easily, naturally, and without the slightest strain.

Remember this explanation when your energy curve is "down"...times when you're irritable and your brain doesn't seem to work and you feel too tired to move. At such times..."get a lift" with a Camel!"

#### AND CAMELS NEVER JANGLE YOUR NERVES!

Camel fans smoke frequently—and they can—as often as they like. Camel's costlier tobaccos never get on the nerves.

Keep your flow of energy at a higher level with Camels.



TOO TIRED FOR FUN...and then she smoked a Camel!

**CAMEL'S**  
**Costlier Tobaccos**  
**never get on**  
**your Nerves**



Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

KNOW THIS FEELING? The feeling of being too "all in" to respond to the gaiety of the crowd? No taste for the pleasure and fun of the sort of social evening that you would ordinarily look forward to? That's one of the many times to light a Camel, enjoying its rich flavor while your flow of natural, healthful energy is restored. You'll like Camels—a matchless blend of costlier tobaccos!

Copyright, 1934, R. J. Reynolds Tobacco Company

# "Get a LIFT with a Camel!"